

Apr. 23, 1931

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CLV, No. 5

NEW YORK, APRIL 30, 1931

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## CIVILIZATION'S SOFTENING INFLUENCE



THIS PAGE is not a forum for arguing the question, "Are modern methods of doing housework, with half the old-time effort, fraying moral fiber?" Let it merely be stated that any normal woman who hears of a simple, effective, economical way to ease her back and spare her hands, will, if she hears of it often enough, try it.

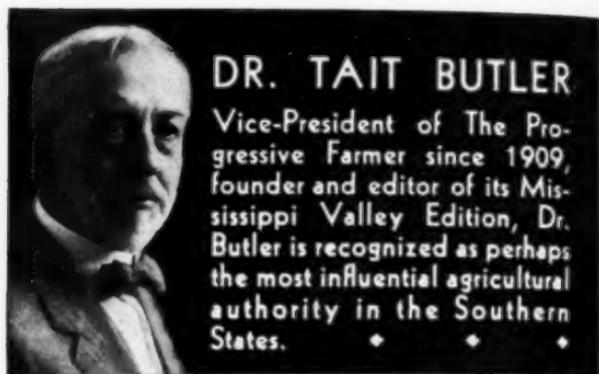
Upon this premise we have based the advertising of Mel'o, the highly efficient water-softener and cleaner made by The Hygienic Products Company. There are no skyrockets in Mel'o campaigns. Small space, issue after issue, year after year, in practically all the women's magazines in the country, keeps on quietly telling the story, repeating the story, running over the story again—and steadily building sales.

**N. W. AYER & SON, INC.**

*Advertising Headquarters*

WASHINGTON SQUARE • PHILADELPHIA  
New York    Boston    Chicago    San Francisco    Detroit    London

Apr. 30, 1931



Sketch No. 7 introducing Publishers  
and Editors of Standard Farm Papers

## Dr. Butler Says:

"The business of farming being to feed and clothe the world, its foundations are so secure in the permanent needs of all the people, that agriculture will never be without means to purchase."

Agriculture is at its best in "Standard" states, because "Standard" leadership is ever moving forward.

"Standard" editorial policies are based on what is practical in farm progress for the locality and interests served by "Standard" papers.

That is why all merchandise offered in "Standard" states receives closer study, new products are more quickly introduced, and sales quotas more readily achieved when "Standard" schedules are a part of the sales program.

### Eight papers reaching 2,350,000 farm home

American Agriculturist  
Breeder's Gazette  
Farmer and Farm, Stock and Home

Hoard's Dairyman  
Nebraska Farmer  
Prairie Farmer

Progressive Farmer and Southern Rural  
Wallace's Farmer and Iowa Homestead

## The STANDARD FARM PAPER UNIT

NEW YORK — Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue  
CHICAGO — Standard Farm Papers, Inc., Daily News Building  
SAN FRANCISCO — 917 Hearst Building

# PRINTERS' INK

Registered U. S. Patent Office

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Vol. CLV

NEW YORK, APRIL 30, 1931

No. 5

## Building an Export Business During a World-Wide Depression

How Cluett, Peabody Obtained Distribution in Sixty-two Foreign Countries

Based on an Interview by C. B. Larrabee with

**C. R. Palmer and Judson Puffer**

President, Cluett, Peabody & Co., Inc.

Manager, Export Dept., Cluett, Peabody & Co., Inc.

IN Nairobi, in the lion country, natives, back from a safari, buy Arrow shirts. At Oxford and Cambridge, undergraduates in increasing number are turning to Arrow shirts. In fact, the products of Cluett, Peabody are now being sold in sixty-two foreign countries—and this export business has been built during the last two years when world business conditions have been what is so inelegantly known as rotten plums.

"In two years," C. R. Palmer, president of Cluett, Peabody & Co., Inc., told me, "we have demonstrated pretty conclusively that an American manufacturer with a good product can compete successfully abroad so long as he is able to give the native consumer—and the native may be a university student, a business man, or an African negro with plenty of money to spend—something that is distinctive and a little bit better than the consumer can buy from his local manufacturers.

"Because of tariff and freight it is necessary for us to sell our products abroad at prices that will run considerably higher than here at home. For instance, our Trump shirt which sells here at a standard price of \$1.95 is sold in a number of foreign countries for prices that run above \$2.75 and the average is probably around \$2.40 or \$2.50.

"Our competition abroad comes not only from foreign manufac-

turers with lower prices but also from tariff and freight, and from the anti-American prejudice which is so strong in a number of countries, particularly in Europe. In certain countries we found it difficult to get initial distribution because of the prejudice against American merchandise. This prejudice is compounded of two things: a strong sense of nationalism which makes the consumer prefer to buy from home manufacturers, and the result of the propaganda which has been carried on in Europe against the high American tariff wall.

"Even with these factors against us we have been able to make headway because we have had two things that the foreign shirt-maker cannot give; style and a real non-shrink fabric. Thus two plusses have far outweighed the many minuses and have proved to us that the American manufacturer who seeks distribution in export fields can be successful if he has the plusses."

"When, about two years ago," said Judson Puffer, manager of the company's export department, "we first featured our Sanforized process for making guaranteed fit shirts, we ran a full-page announcement in an American magazine. That advertisement pulled inquiries from thirty-two foreign countries in every continent. Naturally, it had not been designed to get inquiries from abroad and we were amazed at this striking

Apr. 30, 1921

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demonstration of the wide circulation of American publications and the strong appeal that American advertising has in foreign countries. These inquiries, I might add, came from countries where our products were not sold.

"At the present time we have 300 outlets in England, 150 in Holland. In Scandinavia last year we shipped between 6,000 and 7,000 dozen Arrow shirts and our distribution extends to such out-of-the-way places as Nairobi, the Gold Coast, Siam, Burma, Straits Settlement, etc.

"We have had a number of handicaps, some of which Mr. Palmer has already mentioned. On the other hand, there have been certain advantages. One of the greatest of these is that in no country abroad is there anything that is at all like the methods used by us in this country. There is no large shirt manufacturer such as ourselves. Even in England, always considered the fountainhead of men's styles, with one or two exceptions there are no shirt manufacturers with anything approaching a national reputation. The great majority of men in Europe buy their shirts made to order, and of course, pay made-to-order prices. Most of the shops abroad sell shirts under their own brand, made in their own premises or to order for them. It is the custom for the owners of the smaller shops to have shirts made by members of their own families.

"Another advantage we have had is that the foreign shirt-maker cannot make a good collar-attached shirt. There has been no such vogue abroad as that in the United States for the collar-attached shirt. The result is that this type of shirt has been sold largely for sports wear. The English cricket shirt, for instance, is

a formless garment with a collar which has no style and seldom any fit. I have seen many shirts in foreign countries which, when first worn by the customer, were several sizes too large in the neckband and with collars that were almost hideous in appearance. Of



## *Las* CAMISAS ARROW *con* CUELLOS ARROW

MARCA  FLECHA  
SON INDISPENSABLES para los HOMBRES ELEGANTES

Cluett, Peabody Foreign Window Cards Are the Same as Those Used in This Country Except That the Copy Is in the Native Language

course, a condition like this precludes any kind of styling.

"In fact the American shirt is really a novelty in most foreign countries. The Frenchman, for instance, is accustomed to a shirt with a tail that reaches to his knees and this is true even of the most expensive custom products. We found many Frenchmen unfavorable toward the shorter American product, but the young men in all countries like our styles.

"Our experience in France is typical of how we have procured distribution abroad. The first merchant to sell Arrow products in France got his start because he felt that in Paris, at least, there were

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74.8%

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Boston

Apr. 30, 1931

Apr. 30, 1931

PRINTERS' INK

5

**Throughout New England's  
2nd Largest  
Market**



*On Sunday, It's*

## **The Providence Sunday Journal**

**Largest Newspaper Circulation in Rhode Island**

**Most thorough Coverage of the whole  
market available in any single issue**

**Greatest aggregate of Buying Power reached**

Sunday Journal circulation represents an annual buying power of more than \$430,000,000. Steady growth, totalling 74.8% in ten years, attests the interest and confidence of its readers throughout this market.

**Sunday Journal Circulation,  
6 months ending March 31, 1931 91,368**

**The Providence Journal**  
*Morning and Sunday*

**The Evening Bulletin**

*Representatives*

**CHAS. H. EDDY CO.**  
Boston • New York • Chicago

**R. J. BIDWELL CO.**  
San Francisco • Los Angeles • Seattle

Apr. 30, 1933

Apr. 30, 1933

enough Americans and English who wanted styled shirts to make it worth while for him to open a shop. He tried placing our products in outlets in other cities but couldn't get to first base.

"Therefore, he established his own shop in Paris, advertising in the *Paris Herald*. It was on the fifth floor of an inaccessible building and yet for the first three months his sales averaged about \$160 per day. He found that an increasing percentage of his sales were being made to Frenchmen.

"Because of his limited capital he interested two Americans in his proposition and at present this agency is placing thousands of dollars' worth of shirts in France and is contemplating opening a number of shops not only in Paris but also on the Riviera.

"We have been particularly successful in the Scandinavian countries. For instance, the first eleven calls we made on Scandinavian merchants opened ten outlets for us. Holland has also proved a good field of activity. In South Africa we have opened a number of profitable outlets."

"How do American advertising methods work out abroad?" I asked Mr. Puffer.

"When we first went into exporting," he replied, "we learned at once that the entering wedge for any manufacturer is to get window display. Foreign haberdashers are far behind their American brothers in their conception of display. This is due largely, I think, to the fact that no native manufacturers have taught them the real lessons of window display. The average men's shop abroad is still in the display stage which we passed through long ago here in the United States. The haberdasher still sees his window as a kind of sample room in which he tries to put as many different samples of the merchandise he carries as is possible. Also, he is wedded to price tickets. He sees price as the main, if not the sole, factor in his success in selling.

"This conception, however, is changing. On my last visit to Amsterdam the leading department store in the city devoted a large

window to the exclusive display of our products. The morning after this window was unveiled crowds gathered on the sidewalk to see it. So successful was this window that an exclusive shop in the same city, not to be outdone, also ran a window full of our products and also found itself with crowded sidewalks. Such examples are bound to have their effect on other merchants.

"Our first problem, then, was to get our products into windows and, if possible, to get large showings, attractively arranged. In order to foster display we have been giving dealers display cards.

"Our window cards, except that they carry copy written in native languages, are the same as used in this country. Such beautifully printed cards are something almost unknown to the average foreign merchant. He eats them up because they give him advertising material the like of which he has never before been able to get. Although the men shown on our advertising material are typically American this seems to be an asset rather than a handicap. That foreign merchants will use American advertising material is demonstrated by the fact that out of our 150 outlets in Holland all are using our advertising material. In addition to window cards we find posters very popular. Foreigners have proved the value of the poster as a medium and are eager to get any Arrow posters they can procure. We also print folders in foreign languages. They carry dealer imprints and are given wide distribution.

"As yet, we have done no planned newspaper or magazine advertising abroad. That will probably come later. At present, our problem is to get distribution and while we are getting it dealer helps are the best possible advertising for us."

"What is the biggest lesson you have learned in your export experience?" I asked Mr. Palmer.

"That American merchandise can be sold abroad, in the face of the most hostile conditions, so long as it has qualities which cannot be ob-

(Continued on page 118)

# New Circulation Peaks!

*... for the newspapers all Iowa depends upon*

## DAILY

Net paid average

6 months ending March, 1931

1931	- - - -	246,746
1930	- - - -	240,195

## SUNDAY

Net paid average

6 months ending March, 1931

1931	- - - -	212,244
1930	- - - -	199,310

*The Des Moines  
Register and Tribune*

*Only 8 cities have a newspaper  
with as large a daily circulation.*

# Where they live what they earn . . .

*Information vital to your sales program ready in the new edition of "Population and its Distribution"*

A NEW EDITION OF "*Population and its Distribution*," the widely known analysis of population from the standpoint of sales problems, is now off the press with figures from the 1930 census, the latest analyses of income tax returns, and new information on retail shopping areas.

To the sales or advertising executive, this volume is indispensable for time-saving and effective planning. The tabulations here exclusively presented throw new light on every phase of the 1930 census population figures. The information on retail shopping areas represents original research, and is not to be found elsewhere.

Where they live—what they earn—where they shop—only with this knowledge can the present need of economy in sales effort be met.

"*Population and its Distribution*," 5th Edition, has been published for the authors—J. Walter Thompson Company—by Harper & Brothers and is obtainable direct from J. Walter Thompson Company, 420 Lexington Avenue, New York. The price is \$10. The book may be returned within 5 days, and your money will be

refunded. The coupon is for your convenience.

#### *In this book are . . .*

1 For each state, the number of people—families—individual Federal income tax returns—farms—home telephones—residential lighting customers—passenger automobiles costing under \$1000, and automobiles costing over \$1000.

2 Complete list of counties in the United States, showing population, number of individual Federal income tax returns, number of people in each county per tax return, automobiles costing under \$1000, and automobiles costing over \$1000.

3 State lists (with maps) showing 681 well-defined retail shopping areas—with the center and sub-centers of each—the population of the areas—the population of the centers—the number of individual Federal income tax returns for each—the number of people per tax return—and the number of leading department stores.

4 A table grouping these 681 retail shopping areas, according to the size of the retail shopping centers to which they are tributary. (A glance at this table shows, for example, that there are 13 areas tributary to centers of more than 500,000 population, and that these areas account for 28% of the total population of the country. On the other hand, there are 438 areas tributary to centers of less than 25,000 population—these areas containing 22.7% of the total population.) \*

5 Separate state maps showing every county, and practically all towns over 500.

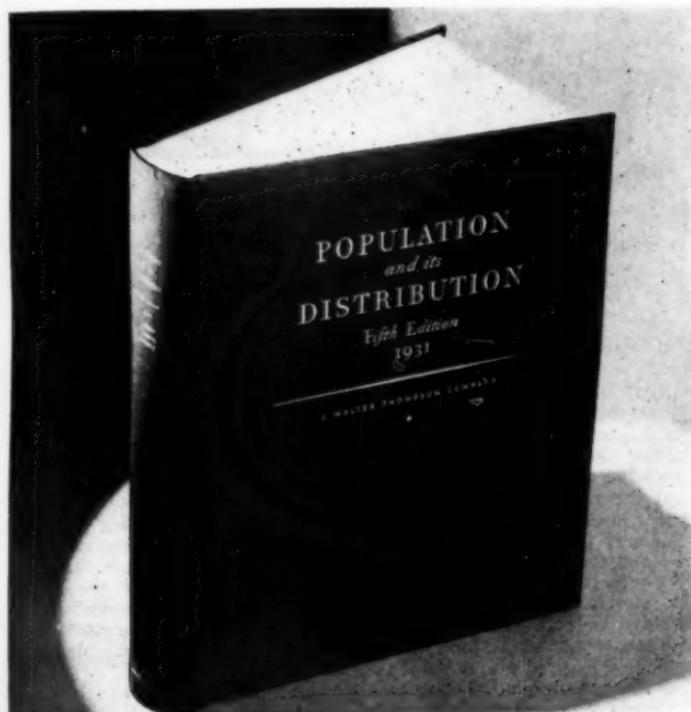
... and many other convenient tables made from the new census figures

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and n-

# They Live ... where they shop . . .



640 pages • page size 8½ by 11 inches • 90 pages of maps • bound in maroon cloth over board

### J. WALTER THOMPSON COMPANY

New York, Chicago, St. Louis, Boston, Cincinnati, San Francisco, Los Angeles •  
Montreal, Toronto • London, Paris, Madrid, Berlin, Stockholm, Copenhagen, Antwerp •  
Alexandria, Port Elizabeth • Buenos Aires, Sao Paulo • Bombay • Melbourne,  
Sydney • Batavia • Wellington • Osaka

J. Walter Thompson Co., Dept. E  
429 Lexington Ave., New York, N. Y.

Send me copies of "Population and its Distribution," 5th Edition at \$10 per copy. I am privileged to return the book within 5 days, and my money will be refunded.

Name \_\_\_\_\_

Address \_\_\_\_\_



## Can Papa Milk a Cow?

A Small Treatise on Copy Style and How One Company Is Making the Most of It

By Frederic Read

THE slightly unusual title of this article is nothing more nor less than the headline from an advertisement of a current consumer campaign on refrigerator insulation. And the picture above is from the same advertisement. In this campaign the Celotex Company, it is perhaps needless to say, is hurrying to identify the refrigeration member of its family as a plus value in any finished refrigerator.

In merchandising essence it is the old story of a product born to blush unseen so far as the finished merchandise is concerned—a raw material entering into the process of manufacture, but invisible to the consumer's eyes. The product can be neither seen, felt, heard nor tasted. Yet the consumer must be made to recognize it as an item of merit in the finished merchandise. To gain this acceptance is of course the job for advertising.

With nothing more than an idea to sell—the idea of the invisible contribution of Celotex refrigerator insulation—a campaign is devised in which copy *style* rather than copy theme is the dominant characteristic. The entire cam-

paign sets a certain copy *tone* and it is this tone or manner which is being relied upon to guide the reader pleasantly and quietly into a more serious discussion of the value of the company's refrigerator insulation.

In each separate advertisement the illustration, headline and first two paragraphs of copy are nicely facetious in style. From that point on, however, without the reader quite realizing it, the copy becomes a serious, straightforward sales presentation of the advantages of this product.

This particular technique, in the opinion of Irwin S. Rosenfels, vice-president in charge of Celotex advertising, takes its cue directly from the working methods of the average successful salesman. Just as this man is likely to approach his prospect with a bit of humor or pleasantry of some sort, so does this copy. It is neither "going entertainment" nor "straight away selling," for it is both. Mr. Rosenfels, if he had to classify it, would probably call it "going humor."

The humor is quite naturally of

Thorough Trading Area Coverage Through One Newspaper!

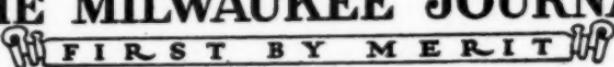
# 1931 Value For Your Advertising Dollars!

**R**ETAIL stores in Milwaukee and eleven suburban cities of more than ten thousand population, make annual sales of \$507,150,000 according to preliminary reports of the distribution census.

Of this total, \$380,000,000 goes to Greater Milwaukee stores and \$127,000,000 to stores in six cities of the 50-mile zone outside of Milwaukee county. Retail volume, population, and Sunday Milwaukee Journal coverage in each of these six cities are as follows:

City	Retail Sales	Family Population	Sunday Journal Circulation
Kenosha .....	\$ 24,835,617	10,053	2,859
Sheboygan .....	24,370,314	8,920	2,228
Watertown .....	8,375,227	2,351	1,339
Fond du Lac .....	17,274,951	6,010	2,202
Waukesha .....	10,912,369	3,733	2,905
Racine .....	41,510,581	13,508	3,397
<b>TOTALS .....</b>	<b>\$127,277,059</b>	<b>44,575</b>	<b>14,930</b>

Advertising in The Journal reaches 85% of the buying power in Greater Milwaukee, plus more than one out of three families in the other major retail centers of the Milwaukee-Wisconsin market. Concentrate in The Journal and get 1931 value for your 1931 advertising dollars!

**THE MILWAUKEE JOURNAL**  
  
**FIRST BY MERIT**

Read in More than Four out of Five Milwaukee Homes!

Apr. 30, 1931

Apr. 30,

the current vein, as typified in the "Can Papa Milk a Cow?" headline and illustration. Copy from this particular piece starts out in this wise:

No, Junior, papa cannot milk a cow to save his life! For papa has always lived in this city—and milk, so far as he is concerned, has nothing to do with cows. It simply comes in glass bottles.

But even he knows where milk belongs when it reaches the kitchen—and that's in the icy atmosphere which Celotex Refrigerator Insulation maintains for the fewest possible cents per day.

Warm milk is simply delightful for the microscopic bacteria that cause sourness—but not so good for the rest of us. It's the chilled milk that stays pure and fresh and wholesome, as everyone knows.

And so, by that transition, into copy of a sterner type:

When refrigerator manufacturers looked for improved insulation they naturally turned to Celotex. For they know that the 325,000 families who live so comfortably in Celotex-insulated homes have made the very name a household word for effective insulation. Now more than twenty-five leading refrigerators . . . etc.

Thus does Celotex fall back on a copy style that leads the consumer pleasantly, though resolutely, into a consideration of what proper insulation means in refrigeration.

The method is indirect in that the tone of the advertising is almost exclusively relied upon to arouse and sustain interest on through the refrigeration story. This technique is used for the simple reason that insulation in refrigerators is a subject about which the potential buyer of refrigerators is not likely to feel very keenly. In making his purchase he expects proper insulation and therefore any special consideration of insulation as such is not likely to find him particularly responsive.

The present Celotex advertising, conscious of this problem, will endeavor to intrigue his interest legitimately—and so win for an otherwise unseen product that coveted public demand and acceptance for the material itself—as a product adding recognized worth to any finished piece in which it may appear.

## PRINTERS' INK

### Missouri Pacific Advances

#### R. J. Maxwell

Ray J. Maxwell has been promoted to the position of manager of advertising for the Missouri Pacific Lines, with headquarters at St. Louis. He succeeds J. F. Rector, recently appointed publicity director for the Missouri-Kansas-Texas Lines. Mr. Maxwell has been with the Missouri Pacific system for eighteen years.

### W. M. Steele Appointed by Durkee Foods

William M. Steele, for many years vice-president and general manager of the John F. Jelke Company, Chicago, has been appointed sales manager in charge of margarine and other food products of Durkee Famous Foods, Inc., subsidiary of the Glidden Company. His headquarters will be at Chicago.

### Irving Davis with "The American Weekly"

Irving Davis, for the last two years advertising manager of the chain of retail shops operated by The Julian Goldman Stores, Inc., has been appointed promotion manager of *The American Weekly*, New York. He was at one time publicity manager of *Liberty*.

### Michigan Defeats Sales Tax Bill

The Michigan legislature has defeated the Dykstra-McBride retail sales tax bill, which would levy a tax at progressive rates up to 1 per cent on sales of stores doing a volume in excess of \$1,000,000. The vote was 48 to 47 with 51 votes necessary for passage.

### Puro Filter to Reimers & Whitehill

The Puro Filter Corporation, New York, water filters and cabinet coolers, has appointed Reimers & Whitehill, Inc., New York advertising agency, to direct its advertising account. A newspaper campaign is planned.

### Ollendorff Appoints Rankin

The I. Ollendorff Company, Inc., New York, manufacturer of watches, has appointed the New York office of the Wm. H. Rankin Company, Inc., to direct its advertising account. This appointment does not include radio advertising which is being handled by the Blaine-Thompson Company, Inc., New York.

### Sperry Flour to Blackett-Sample-Hummert

The Sperry Flour Company, San Francisco, has appointed the newly opened office at that city of Blackett-Sample-Hummert, Inc., Chicago advertising agency, to direct its advertising account.



## Community Guide, Yes and Shopping Adviser, Too

FEW newspapers in these United States have survived 58 years. Fewer newspapers have remained in the hands of the original publishing family 58 years. The Detroit News since its inception has had continuity in its policy and consistency in its appeal to the home reader. As a result The Detroit News, only, is the HOME newspaper of Detroit. It reaches every stable home dwelling element from shop worker to member of

the board. It serves not only as the guide of Detroiters in civic affairs, but as shopping directory to the home purchasing agent. The circulation of The Detroit News is the largest in Michigan which may or may not be significant, in itself. Added to the fact that The News has for 17 years been first, second or third in America in advertising it becomes highly significant as an index to productive coverage of the Detroit market.

# The Detroit News

THE HOME NEWSPAPER

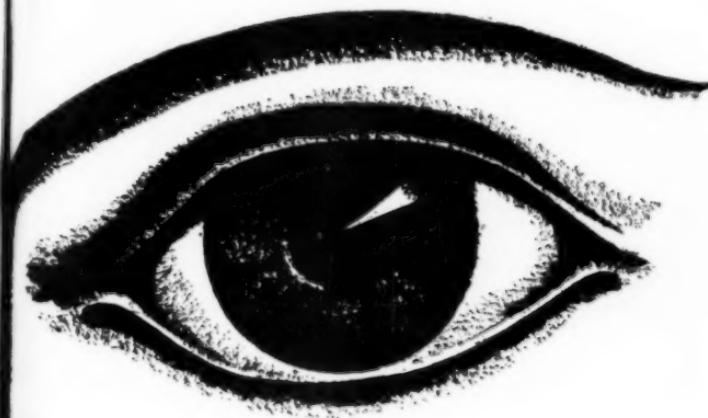
New York Office  
L. A. KLEIN, INC.

Chicago Office  
J. E. LUTZ

Member 100,000 Group of American Cities

Fran-  
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count.

In this picture age when seeing is believing and believing is half the sale . . . your product deserves the warm, persuading eye-appeal of gravure. ¶ The Chicago Daily News offers a most versatile gravure program for the advertiser. Whether you wish tabloid page or standard size . . . monotone in sepia or black . . . reproduction in one or four colors . . . midweek or week-end presentation . . . magazine type or full picture background . . . The Daily News can do the job for you . . . at low cost . . . with concentration in the Chicago district. ¶ Through its two popular gravure sections . . . Midweek each Wednesday . . . Photogravure each Saturday . . . The Chicago Daily News is selling style, service and institutional appeal for a growing number of successful advertisers.



**USE  
GRAVURE**

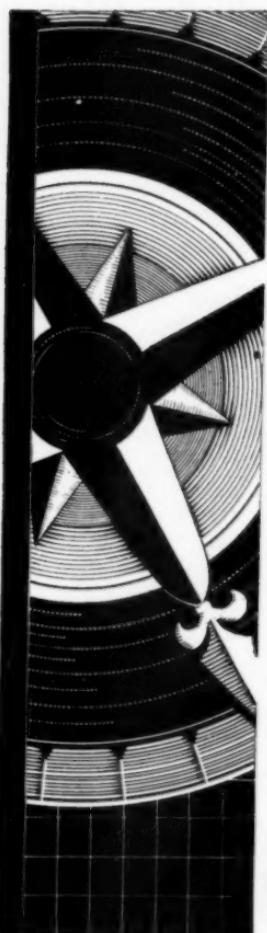
**IN**

**THE CHICAGO DAILY NEWS**

**CHICAGO'S HOME NEWSPAPER**

Apr. 30, 1931

# watch Buying power!



*It points the direction of sales . . .*

THE Oklahoma City Market is one of the few sales areas in the United States today where buying is on the move—where buying power is *in action*.

One of the most outstanding building programs in the country has been serving as a magnificent confidence builder for Oklahoma Cityans. Business conditions are far above the national average—and buying inertia, prevalent elsewhere, is little in evidence here. It is this buying power *in action* which points out the Oklahoma City Market as one of the nation's best sales areas.

Your product or service can be sold profitably here with adequate advertising effort in the Oklahoman and Times because, alone and at one low cost, they influence the buying power of the million-person Oklahoma City Market.

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

THE OKLAHOMA PUBLISHING COMPANY  
THE OKLAHOMA FARMER-STOCKMAN RADIO STATION W.K.Y.

National  
Representative  
E-KATZ  
Agency



How

THE tributary different regardless manufacturers numerous in staff must two subjects

1. The manufacturer
2. How most effective

The talk been avoid certain marketing method of problem. talking population, of films the advertisement how are planned only to employee coming "managed."

One of talking national suppose is 'Companymatting the mechanics of work, it is to this question:

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3. How tributary be in re
4. Why salesmen motion
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W. St

# How "Management Talkies" Are Routed Through the Trade

The Mechanics of a Current Type of Sales Promotion Work

By E. B. Weiss

THE jobber or wholesale distributor plays different roles in different industries. But almost regardless of his functions, manufacturers are just about unanimous in concluding that he and his staff must be coached on two subjects:

1. The merits of the manufacturer's line.
2. How to push the line most effectively.

The talking pictures have been avidly seized by certain manufacturers as one method of tackling this dual problem. This use of the talking picture bears no relation, of course, to those films that are shown by advertisers in motion picture houses. These films are planned for showing only to the trade and employees and they are coming to be known as "management talkies."

One of the early users of talking pictures on a national scale for this purpose is The Perfect Circle Company. In seeking information, therefore, on the mechanics of this new type of sales promotion work, it was natural to go to this company with such questions as:

1. Why did you decide to use this means of reaching your distributing trade?
2. What is the film's theme?
3. How are meetings of distributors arranged so that all will be in readiness for the showing?
4. What part do the company's salesmen play in this sort of promotion campaign?
5. How is the film tied up with other promotion efforts?

These, and other questions, have been answered in detail by George W. Stout, advertising manager

of The Perfect Circle Company.

This company manufactures replacement parts. These parts are distributed through automotive equipment and parts jobbers who, in turn, sell to contract distributors,



An Announcement Furnished Distributors for Distribution Among Dealers

smaller dealers, mechanics and ordinary small garages.

The company has some 525 jobbers and 2,600 wholesale distributors—there's a difference between the two in this industry. The wholesale distributor must purchase his stock of rings through the jobber. Both jobber and wholesale distributor, however, sell to dealers and other smaller outlets.

With Perfect Circle, as with so

many hundreds of other companies, the biggest selling and merchandising job is to stimulate the jobber and his salesmen, and the wholesale distributor and his staff. Of course, with such a large list of jobbers, the company's problem is intensified.

For example, the 525 jobbers are represented by perhaps 4,000 salesmen. These men sell a big variety of automotive accessories and parts. Just as the food manufacturer experiences difficulty in getting the wholesale grocery salesman to push his line, so this company finds it a difficult task to sell the 4,000 jobbers' salesmen on the Perfect Circle line. It is merely one out of twenty or more major lines—not including innumerable minor lines—that these men have to distribute and getting "favored son" attention in such a large family is no easy task.

Of course, the company had been working on jobbers, jobbers' salesmen and wholesale distributing organizations long before talking pictures become a practicality. Business-paper advertising has been used, catalog inserts, direct-mail, sales helps, a house publication, etc.

However, when the talking pictures came along, Perfect Circle saw in them an opportunity to supplement these other promotion efforts. "When we first conceived the idea of talking motion pictures," says Mr. Stout, "we had in mind our units of distribution. We felt that once we sold them on the merit of qualities of our piston rings, we would go a long way toward doing a good sales job. That is precisely what we have been working toward with all our other sales promotion work and we looked upon the talking motion picture as a supplementary effort to that end.

"It was no easy task," Mr. Stout continued, "to decide upon a story around which we could build a talking picture. We had had very little previous experience in this line of work and there was little outside experience to go by.

"After much deliberation and hours of conference work, we decided upon a historical picture that

would start back in 1895 when this company started."

The picture, which has been titled "The Magic Circle," starts with a sketchy history of the company, beginning with the days when it manufactured railway pedal cars.

Then the scene swiftly changes to an old fashioned foundry. The film shows how piston rings were made fifteen years ago. Immediately after that shot, the master of ceremonies—Lothair Teeter—who is Perfect Circle's vice-president in charge of sales, tells the story of the company's present-day piston ring. As he talks, both in front of the camera and behind the scenes, shots of the company's laboratories are shown.

Reel two starts with a trip to the company's modern foundry at New Castle, Ind. The remainder of the second reel is taken up with other factory operations.

Reel three continues with more technical drawings and descriptions of rings but soon breaks into the story of the new "85" oil-regulating ring which was introduced last fall.

In addition to all this, reel three goes into a merchandising story which shows a grocery store with shelves well stocked with nationally advertised products. Hands are shown taking down these advertised products and the film then shows a dealer's shelves containing Perfect Circle piston rings, with the same hands taking down this nationally advertised product. The same reel also graphically describes the company's national and business-paper advertising.

Then reel three shows scenes from the 1930 Indianapolis 500 Mile Race and also Billy Arnold, 1930 A. A. A. Race champion, who talks from his car. The remainder of this reel is a wind-up of the whole story.

So much for the film itself. Now with regard to arranging the showings:

The company has twenty portable talking picture outfits in operation in this country. One is in operation in Canada.

Instructions to its own representatives were to arrange for show-

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ings to jobbing organizations in the first three months of the year. The company's men were to get the entire jobbing organization together in each case, including salesmen, counter men and executives.

Beginning April 1, instructions were issued to show the picture to the 2,600 wholesale distributors and, at each one of these meetings, to have the wholesale distributor invite all his leading dealers and anybody else interested in the sale and servicing of Perfect Circle piston rings.

"In connection with our wholesale distributor showings," says Mr. Stout, "we have developed a very elaborate procedure which our representatives must follow in scheduling meetings. Our district manager, or representative, as the case may be, conducts the meeting in conjunction with either a jobber or wholesale distributor. In other words, we charge him with the responsibility of being a Barnum and Bailey showman and it is interesting to observe how splendidly the men have responded."

The procedure the men are instructed to follow—to the letter—in arranging for showings before wholesale distributors is this:

The company's representative is expected to plan his call route at least one month in advance. Approximately three weeks and two days prior to his scheduled call, the representative is instructed to send the following letter:

At an early date, our Mr. Lew Van Antwerp would like to arrange to show you and your customers "The Magic Circle," a brand new talking picture on Perfect Circle rings. This picture was especially produced to show to dealers and repairmen and will not only "sell" them on Perfect Circles, but will create good-will for your firm as well. By referring to the attached sample announcement, illustrating some of the highlights of the picture, you can readily see that it is highly interesting and educational. It is a production that you and your trade cannot afford to miss.

The plan we have most successfully used in securing the attendance of repairmen and dealers at showings of "The Magic Circle" is the holding of meetings sponsored by our wholesale distributors. In order that you may derive a great deal of benefit from such a meeting, with the least amount of effort, we have arranged for Mr. Van Antwerp to assist you in planning and organizing an appropriate program. He will bring all the necessary

projecting and sound apparatus and all you need do is to arrange for a desirable place, which may be your store, a hotel room, or a public hall.

We suggest the following program for the meeting:

- 8:00 P.M. Showing of Comedy Talking Picture
- 8:15 P.M. Opening remarks by yourself.
- 8:30 P.M. Introductory remarks by Mr. Van Antwerp
- 8:45 P.M. Showing of "The Magic Circle"
- 9:30 P.M. Concluding remarks by yourself
- 9:30 P.M. Serving of refreshments.

"Magic Circle" Meetings are booked weeks in advance. Therefore, when you hear from Mr. Van Antwerp we sincerely hope that you can arrange for your meeting on the day he suggests.

This letter has been processed, an announcement attached, enveloped, sealed and stamped for every account in each representative's territory. All he has to do is drop them in the mail box at the proper time.

Two days later, the representative is to write his own letter which, it is suggested, reads something like this:

Dear Mr. ....:

Our Mr. Don H. Teeter has already advised you of a brand new talking picture, entitled "The Magic Circle," especially produced for dealers and repairmen. It is highly entertaining as well as exceptionally instructive and can be shown in any kind of room suitable for the meeting.

I would like very much to hold this meeting on the night of ..... as my schedule will not permit me to return again with the picture equipment for several months. May I suggest that you make the showing a sort of "party" and serve hot dogs and coffee, or doughnuts and cider, or something of that nature. For a program, I would suggest the one outlined in the factory letter, if it meets with your approval.

In order that plans for the meeting may get under way, will you please fill out in detail the attached card, and mail to me at once?

The card referred to in the above letter looks like this:

Your suggested date of ..... for "The Magic Circle" meeting is O.K.

I will need ..... announcements.  
(order enough for each dealer and  
repairman in your territory).

Electric Current is ..... Volt AC  
( ) DC ( ), ..... Cycle.

Name of W. D. ....

Address ..... City ..... State .....

When this card is returned, properly filled out, the represen-

tative immediately sends another card reading:

I'm glad that you have arranged to hold a "Magic Circle" meeting on the night of ..... I will arrive about noon of that day to assist in any way I can in completing arrangements. Your announcements are being shipped direct from the factory.

The instructions to the representatives continue as follows:

The Representative shall then send to the factory the approval card from the W. D. requisitioning the quantity of announcements (sample attached) needed by the W. D.

The Representative should arrive in the W. D.'s city not later than noon on the day of the meeting, set up movie apparatus, make a first showing to the W. D. (if wanted) and assist him in completing all arrangements for the meeting.

The following morning the Representative shall check the W. D.'s stock; take order for depletions, have a renewal contract signed; and requisition advertising material needed.

The Representative shall completely fill in both the "Report on Film Showings" and regular "Call Report" and send to the factory.

To help its representatives keep track of scheduled meetings with wholesale distributors, the company has developed a handy form and a quantity has been sent to each representative.

Up to April 1, the company's film has had 722 individual showings, with a total attendance of 36,332 people. Of decided help in securing these showings has been the advertising the company has been running in automotive trade publications. This advertising has included a full-page devoted entirely to the film and references to the film in succeeding business-paper advertisements.

"We firmly believe," says Mr. Stout, "that the talking picture can play a major part in the sales promotion work of our business and we are looking forward to its stimulating our sales to a very marked degree during the present year. Our venture into this type of sales promotion was the first in the replacement parts industry and naturally we are getting a great deal of the unusual interest which goes with the introduction of any new method of selling and advertising."

Of course, the talking picture is

not to receive all the credit, but it is interesting to note that:

1. The company is working on a full day schedule and is also working a night force.

2. Sales for the first quarter showed a gain of 5 per cent over the first quarter of 1930.

3. Replacement sales through automotive equipment jobbers have broken all existing records, with a gain of 42 per cent over the first quarter of 1930.

## Lumber Groups Vote \$355,000 for Advertising

A permanent lumber promotion program calling for the expenditure of \$1,500,000 annually was approved at the annual convention of the National Lumber Manufacturers Association at Chicago last week. The plan embraces advertising, research, field work, and publicity. It provides for the spending of approximately \$355,000 a year for advertising.

By this expanded program the lumber manufacturers seek to place the competition of wood with other building materials on an aggressive basis. Little more than defensive measures were possible under the advertising and trade extension programs of the last several years, the association found.

The permanent plan sets up ten co-ordinated campaigns for as many important lumber markets. These include home building, farm building, retail co-operation, railway construction, highway construction and so on. Consumer advertising will be used in the home building market through magazines and direct mail. Agricultural publications will be used in the farm building market and business publications in the industrial construction market. Direct mail will also be used in both of these. Business publications will be used in the highway construction and railway fields.

In the wooden box, crate and container markets, the advertising will continue to be carried on in conjunction with the Wooden Box Bureau, which is sponsored by the lumber manufacturers group and the National Association of Wooden Box Manufacturers. The use of general magazines, business publications and direct mail is contemplated here.

## To Join "Outlook and Independent"

Albert Whidden, formerly a member of the advertising staff of *Life*, New York, has been appointed advertising manager of the *Outlook and Independent*, also of that city, effective May 1.

## Joins Ruthrauff & Ryan, Inc.

Warren R. Lightfoot has been added to the New York staff of Ruthrauff & Ryan, Inc. Mr. Lightfoot was vice-president of the former Robinson, Lightfoot & Company, Inc., New York.



## An Advertising Investment



*that offers 1931 value for today's advertising dollars*

Indianapolis . . . and the Indianapolis Radius . . . have long been outstanding as a market where one moderate advertising investment does an adequate and profitable selling job. Uncommonly favorable conditions permit each advertising dollar to operate with maximum efficiency. Such a market is *always* inviting...but never more so than today, when markets and media are measured by new standards of value.

For the past two months, Indianapolis has been indicated by the United Business Service as a "best city", where immediate sales opportunities are greatest. Here, one newspaper, **The News** . . . first in advertising for 36 consecutive years... can do an economical and profitable selling job . . . **ALONE**.



Member of the 100,000 Group of American Cities

THE  
**INDIANAPOLIS NEWS**  
 1<sup>st</sup> in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL  
 110 East 42nd Street

DON U. BRIDGE  
 Advertising Director

Chicago: J. E. LUTZ  
 Lake Michigan Bldg.

Apr. 30, 1931

Apr. 31

*"Opinions make the world very interesting, but facts make our lives more secure."*

**LORD WANDERFOOT**

(NOW TRAVELING IN THE UNITED STATES)

U ntil you have become acquainted with the collective mind of the Boone Organization you cannot tell how far and how fast it can travel.

The Boone Man is always eager to shape his activities to your needs. While he possesses the *basic* facts of ELEVEN MARKETS he does not end his services with this information. What he is anxious to know is where you want to go from there. Question him.

His  
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**CA**

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CHICAGO  
Hearst

BOSTON  
5 Winter

New York  
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Detroit

Boston  
Albany  
Detroit

His familiarity with innumerable merchandising situations and his current sense of sales opportunities are always a fresh stock in trade.

Within this varied and general store of knowledge are the *specific* items pertinent to your aims.

## CALL THE BOONE MAN



### RODNEY E. BOONE ORGANIZATION

INTERNATIONAL MAGAZINE BUILDING  
57th STREET AT 8th AVENUE, NEW YORK CITY

#### CHICAGO

Hearst Building

#### BOSTON

5 Winthrop Square

#### PHILADELPHIA

Fidelity Philadelphia  
Trust Building

#### SAN FRANCISCO

Hearst Building

#### DETROIT

General Motors Bldg.

#### ROCHESTER, N. Y.

Temple Building

#### E V E N I N G

New York Journal  
Boston American  
Albany Times-Union  
Detroit Times

Syracuse Journal  
Rochester Journal  
Omaha Bee-News

Chicago American  
Baltimore News  
Washington Times  
Atlanta Georgian

#### S U N D A Y

Boston Advertiser  
Albany Times-Union  
Detroit Times

Syracuse American  
Omaha Bee-News

Baltimore American  
Rochester American  
Atlanta American

**R**EGARDLESS, advertising primarily is an assault on pocketbooks.



**Y**EET in media purchase the emphasis is frequently laid upon an assault on heads.



**A**T this particular hour the need to approach buying potentialities with advertising is of vastly greater importance than at any time in the last decade.



**T**HREE can be no question of course about the universal wish to buy things, but a universal ability

to purchase them is something else again.



**T**HROUGH The Free Press in Detroit you can confidently contact buying ability in this market—in nearly every other home.



**A**ND the actual cost of reaching a potential hundred thousand dollars of purchasing power in the Detroit market is less—considerably less through this newspaper. Which statement can be backed up by the facts, if you want them.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# Radio Dominates Newspaper Publishers' Meeting

American Newspaper Publishers Association Acts to Meet Radio Competition

THREE resolutions, each directed toward meeting and curbing the competition of radio, were adopted at the convention at New York, last week, of the American Newspaper Publishers Association. Discussion of radio dominated the annual gathering as have few subjects in the past.

To advertisers and advertising agencies, the most important action was that which put the association on record with the recommendation that radio programs be handled as paid advertising.

Discussion started following the submission of the report of the radio committee by Elzey Roberts, of the St. Louis *Star*. This report, summarized in PRINTERS' INK of last week,\* was outspoken in its criticism of radio as a competitor of newspapers in both editorial and advertising content. The report was enthusiastically received and approved.

Floor discussion followed, with a number of publishers participating. The session adjourned with the understanding that resolutions would be introduced the following day. The resolutions so introduced and passed are given at the end of this report.

They put the association on record as seeking a Federal law restricting broadcasting stations as newspapers are restricted in the matter of advertisements carrying lottery or gift features.

Another resolution seeks to regulate the broadcasting of news reports. It also urges that radio programs in newspapers be handled as paid advertising.

A third resolution calls for investigations into the legality of direct advertising under exclusive Government franchise of wave lengths.

Colonel Robert R. McCormick

\* "Newspaper Publishers Uncover Vital Facts for Advertisers," page 73.

led the discussion at the session that acted upon the resolutions. The Chicago *Tribune*, of which he is publisher, also operates a radio station. "Everybody wants cheap advertising," he said, "but the cheapest advertising anybody can get is to buy an hour of advertising on the air and get his program advertised free in almost every newspaper in the United States.

"Radio itself is not a good buy," he went on to say, "but the matter printed in newspapers about programs is a good buy. I suggest that we do not allow radio broadcasters to collect cash for advertising we are giving their clients."

G. L. Palmer, of the Houston *Chronicle*, declared that he saw no peril of newspaper annihilation at the hands of radio, motion pictures, magazines or other forms of entertainment—all competitors in the field of advertising and entertainment. They are not going to put the newspapers out of business, he said, and the newspapers aren't going to put them out.

The bulk of the discussion, as is the policy at A. N. P. A. conventions, was not made public. There were speakers, representing every section of the country and Canada.

## *Other Suggestions Presented*

Some of the suggestions, in addition to those embodied in the resolutions, called for compulsory filing of circulation figures by radio broadcasters, under provisions similar to those imposed on publishers, and that broadcasters be compelled to label their commercial credits as advertising.

There were other matters of importance to advertisers but action on these was limited to acceptance of various committee reports. Rates and differentials were one subject, with Louis Wiley, of the New York *Times*, and Paul Block as speakers.

A frank discussion of relations

of newspapers, national advertisers and advertising agencies, Mr. Wiley thought, might be helpful. "There is that bone of contention," he said, "between local and national rates. That is a difficult, if not impossible, problem for the A. N. P. A. to consider as a body. In fact, there is hardly anything the association can do about it except to use this meeting as a forum for the discussion of the subject. We know that valid reasons exist for some difference in rates between large local users of space and national advertisers. We know, however, that in some instances the differentials are so great that they cannot be defended on any reasonable grounds. The publisher who charges such a differential may ask why it is any other publisher's business. The purchase of newspaper advertising space by national advertisers is not a local question, as Hancock described the tariff. It is a national question, and for one newspaper to set up artificial or unreasonable obstacles to the use of newspapers as the preferred medium is to affect the interests of all."

Both advertisers and agencies have been collecting a great deal of information on these differentials, Mr. Wiley pointed out; a fact, he said, that is worth the serious study of every publisher and, in many instances, calls for action.

The publishers reaffirmed their opposition to the five-day week by again passing a resolution adopted two years ago.

The convention re-elected all its officers. Harry Chandler, of the Los Angeles *Times*, continues as president; Howard Davis, business manager of the New York *Herald Tribune*, vice-president; Walter M. Dear, of the Jersey City *Journal*, treasurer; George M. Rogers, of the Cleveland *Plain Dealer*, secretary, and Lincoln B. Palmer, general manager.

Re-elected as directors were Charles H. Taylor, Boston *Globe*; Hilton U. Brown, Indianapolis *News*; F. J. Burd, Vancouver *Province*, and W. E. Macfarlane, of the Chicago *Tribune*.

Continuing as directors are:

John S. Parks, Fort Smith *South-West Times Review*; Charles A. Webb, Asheville, N. C., *Citizen*; E. H. Harris, Richmond, Ind., *Palladium*; E. H. Butler, Buffalo *News*, and S. R. Winch, of the Portland, Oreg., *Journal*.

The fall convention will be held at Los Angeles.

### Three Radio Resolutions

THE first resolution adopted by the American Newspaper Publishers Association was introduced by Joseph R. Knowland, of the Oakland, Calif., *Tribune*. It was adopted unanimously and reads as follows:

*Resolved* that this Convention endorse the efforts of its Committee on Federal Laws to impose upon radio stations the same restrictions regarding lottery advertising now applying to newspapers, and be it

*Further Resolved* that this Convention endorse in principle the following amendment offered by its Committee on Federal Laws to the radio bill, as follows:

"No program of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance or containing any list of prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, shall be broadcast by any station operating under a license of the United States to broadcast. Whoever shall knowingly broadcast or cause to be broadcast in violation of the provisions of this Section, or shall knowingly deliver, or cause to be delivered, by mail or otherwise, any prizes herein forbidden shall be fined not more than \$1,000 or imprisoned not more than two years or both; and for any subsequent offense shall be imprisoned not more than five years. Any radio station which broadcasts anything herein forbidden shall have its license revoked in addition to the penalties hereinbefore specified. Any person violating any provision of this Section may be tried and punished either in the district in which the unlawful broadcast occurred, or in any district wherein such broadcast was heard."

The second resolution, introduced by J. D. Barnum, of the Syracuse *Post-Standard*, was also adopted unanimously. This resolution reads:

*Whereas*, newspapers pay for the creation of all Press Association reports, therefore be it

# LITTLE PUSHES Can't Move BIG MARKETS

We are aiming this barrel at the advertiser who is giving the Chicago Evening American market an occasional nudge with spasmodic copy. And we won't mind a bit if the advertiser who isn't even nudging that market gets a load of this, too.

The Chicago Evening American market is big. Very few newspaper markets in the country approach it. Certainly no other Chicago evening paper market does. And you can't move a market as big as this with a few gentle pushes.

You'll get some business—yes. But the Chicago Evening American yields a mighty influence over a tremendous army of readers—why nibble at one of the nation's greatest markets when dominating it can mean so much good, hard cash?

# CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field



National Representatives  
**RODNEY E. BOONE**  
ORGANIZATION

*Resolved* That the President appoint a Committee to take up with the Press Association the question of the broadcasting of news reports with the object of:

1. Confining broadcasting of news reports to Press Associations and newspapers.

2. Bringing about proper regulations of such news broadcasting by Press Associations and newspapers.

*And Whereas*, with few exceptions radio programs as published in newspapers relate solely to advertising in one form or another, therefore be it

*Resolved* that such programs, if published, should be handled as paid advertising.

The third resolution was introduced by George E. Graff, of the Williamsport, Pa., Sun. Amendment was offered by G. J. Palmer, of the Houston Chronicle. Resolution and amendment were not unanimously adopted but were approved by majority vote. They read as follows:

*Whereas* the Press of the United States, from the inception of the republic, has faithfully performed its function as the assembler and distributor of public information and commercial publicity, and by reason of this has created an industry which serves, community by community, the entire country; and has through confidence in the American principle of unrestrained trade invested vast sums in this industry

*Resolved* that the directors be instructed to investigate the question of the legality of radio broadcasting of direct advertising under exclusive Government franchise of wave lengths in competition with other advertising media not enjoying similar Governmental protection, a report of their findings to be presented to the Association.

### New Accounts to de Pauli & Park

Kimball, Riley & Salterbach, Ltd., San Francisco investment security house, has appointed de Pauli & Park, advertising agency of that city, to direct its advertising account.

The Alta Coffee Company, San Francisco, has also appointed the de Pauli & Park agency to direct its advertising.

### Randal Borough Leaves Lord & Thomas and Logan

Randal Borough, vice-president of Lord & Thomas and Logan, Inc., has sold his holdings in the company.

He was one of the original founders of Thomas F. Logan, Inc., when it was formed in 1919. After a trip to Europe, Mr. Borough will announce his plans.

### Bureau of Advertising Elects

**W.** E. MACFARLANE, of the Chicago Tribune, has been reappointed chairman of the committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association. Edwin S. Friendly, of the New York Sun, was reappointed vice-chairman.

Committee appointments were announced at a meeting following the close of the convention. Membership of the committee was increased to twenty-two as against seventeen for the previous year. New members are George J. Auer, New York Herald Tribune; W. A. Elliott, Jacksonville Times-Union; Roy D. Moore, Canton Repository; Fred Schilplin, St. Cloud Times-Journal, and D. E. Town, Hearst Newspapers.

Members reappointed are: Don U. Bridge, Indianapolis News; Frank H. Burgess, La Crosse Tribune; Harry Chandler, Los Angeles Times; William G. Chandler, Scripps-Howard Newspapers; William J. Hofmann, Portland Oregonian; F. I. Ker, Hamilton Spectator, and

Colonel Frank Knox, Manchester Union-Leader; Fleming Newbold, Washington Star; David B. Plum, Troy Record; William F. Rogers, Boston Transcript; James N. Shryock, Chicago Daily News; A. L. Shuman, Fort Worth Star-Telegram; S. E. Thomasen, Tampa Tribune; Frank E. Tripp, Gannett Newspapers, and Louis Wiley, New York Times.

Howard Davis, of the New York Herald Tribune, was re-elected treasurer and the following were re-elected members of the finance committee: Mr. Plum, chairman, and Mr. Wiley.

The banquet of the Bureau, which is an annual feature of the convention, was attended by close to 1,000 publishers, advertisers, advertising agents and other executives engaged in advertising. Amon G. Carter, publisher of the Fort Worth Star-Telegram, was toastmaster. Charles M. Schwab and Will Rogers were the speakers.

# Do Something!



IT HAPPENS repeatedly. People tell us that they follow our advertising with interest. They admit that they have it in mind sooner or later to get in touch with us about their printing. And very often they do this very thing, and then we are *all* happier.

But how do we know how many excellent prospects there are, right in New York City, who make this excellent resolution, and then just procrastinate? So many of us are human!

At any rate, we dedicate this advertisement to those lingerers on the path of dalliance who still remain outside the fold. Do, do something!

**CHARLES FRANCIS PRESS**

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE - NEW YORK

Apr. 30, 1931

Apr. 30



## NO SALES in e-m-p-t-y streets!

*Consider the balloon man, simplest of salesmen! His stock is a cluster of bright rubber bubbles, a curved conch, and an ingratiating smile. His clothes are poor, his speech is poor, and he lacks sales psychology and a shave. But he must sell—to live! His breakfast and the supper of his bambini, tonight's bed and tomorrow's pack, all depend upon today's dimes coaxed from small customers. So he shuns the charm of the winding road, the smiling small towns, the spell of the great open spaces, and sticks to city streets. The streets lined with huge apartment buildings are best of all! And here he employs his advertising, where there are many sales to be made. Because the balloon man knows that there are no sales to be made in empty streets . . .*

**G**REAT companies, outgrown their sales primers, sometimes forget the first and simple rules, are spellbound

by mere geography, seek expansion in sparse towns to the neglect of the great markets.

New York is the greatest of markets—with seven million people. The suburbs, within fifty miles of City Hall, include 4,400,000 more. Inconceivable numbers—but their wants make sales!

New York offers profitable volume to the manufacturer—eleven million people close together. Volume cuts selling costs, selling time, selling effort. Every outlet serves more customers, every square mile has more stores. Salesmen make more calls, get more orders—per mile, per hour, per payroll dollar. Traveling expenses are cut to subway fares. Overhead spreads thinner over large units. And advertising costs less!

AND NEW YORK has The News—volume medium for the largest market. Most manufacturers would be happy if their products sold one home in ten. But The News reaches and sells two families in three in New York City, one in five in the suburbs! Every weekday morning it is bought by more than 1,330,000 people; on Sunday it goes to 1,830,000 homes!

There is no advertising substitute for reaching people! The News, like the balloon man, must *sell* every day! And does! Consider!

## THE NEWS

NEW YORK'S PICTURE NEWSPAPER  
NEWS BUILDING, 220 EAST 42nd STREET, NEW YORK  
Tribune Tower, Chicago + + Kohl Building, San Francisco



W  
HEN I have a story in THE ELKS MAGAZINE, I get letters which show that it has been read carefully and intelligently. It is a magazine with an unusually strong hold on its readers. I have yet to see a dull number. Maybe its policy of buying the best available stories and articles has something to do with that. Its success has a solid basis.

*Richard Connell*



# An All-American Space Selling Eleven

A Description, from the Space Buyer's Viewpoint, of the Techniques of Some Successful Publishers' Representatives—First Article of a Series

By John J. McCarthy

Account Manager, McCann-Erickson, Inc.

THIS may not be the season for picking an All-American Football Team but it is for selecting an All-American Space Selling Eleven.

Thus reasoned a group of prominent space buyers gathered recently at an informal luncheon. These buyers of space argued that during the past year there have been so many upsets to the traditional routine of advertising schedules, so much switching of large accounts from one agency to another, so many mergers of media, so much changing of personnel among advertisers, agencies and publications, and a much closer buying of space all around, that the space representatives who have successfully met and licked this new and unusual situation are entitled to positions on an All-American Space Selling Eleven.

Consequently, eleven gentlemen, representing the whole gamut of media from newspapers to motion pictures, were finally selected. Like All-American football elevens, this space selling combination was chosen entirely on performance. Furthermore, which is unlike the procedure of selecting All-American football elevens, all the judges who made these space selling selections had seen all the candidates in action; had listened and watched them doing their stuff not once but many times. With few exceptions, all the space buying judges agreed unanimously upon the men finally chosen to represent their particular media on this All-American Space Selling Eleven.

The reason that the judges were in accord upon the majority of selections was that the men picked for the team were veterans with consistently good records behind them. They were space salesmen

who had spent years in perfecting their methods of approach; following up and servicing old advertisers, and had developed a perennial sales technique which stood them in good stead not only in prosperous times but in the recent annum of depression.

Of the eleven men selected, not one can be dubbed a "checker"—the type of salesman that abounds in every line of American business but who thrives particularly well in space selling. Nor is any one of these all-stars a desk-pounder, a glad-hander or a swell entertainer. Several of them usually have the choice funny stories long before they become common property, and none of them is ever guilty of passing off yarns from Joe Miller's venerable collection.

Every one of the eleven has an agreeable personality, a sense of humor, and an appreciation of the importance of an interview and of the space buyer's time.

## *All Fighters*

Not one of these stars will let his medium be eased off a list without a fight-to-the-last-ditch. When he loses one of these fights, regardless of how bitter it has been, the star bears no grudges. If he does, he never shows it. Instead, he adopts a "no-hard-personal-feelings" attitude.

Because of the many personalities involved, and for other obvious reasons, these prominent space buying judges would not permit your correspondent to make public the names of the representatives selected for this eleven. However, the judges sanctioned the publication of their respective reasons why they selected certain men. In fact, they frankly urged that the various qualifications be published, as these

prominent space buyers felt that this information might be helpful not only to those engaged in buying and selling space, but to buyers and salesmen in other enterprises.

Consequently, though the names used in this article are purely fictitious, the sales techniques of stars described herewith are reported verbatim from the experiences which the space buying judges have had with these stellar space representatives over a period of many years.

The All-American Space Selling Eleven as picked by a group of prominent space buyers is as follows:

*1. National Newspaper Representative.*

Williams represents several large city papers, and has been contacting agencies and advertisers in the East for many years. Prior to becoming a national representative, Williams was advertising manager of an Eastern daily—one of the papers which he now represents. This early training stands him in good stead, for he is intimately familiar with the many complex problems of a daily newspaper.

His knowledge of newspapers is not limited to the paper which he has served as advertising manager. Far from it. He knows all the papers which he represents as thoroughly as he does the one for which he once worked. In fact, Williams spends a certain period each year in each of the cities where his papers are published, and studies minutely their operations, policies, personnel, local advertising, circulations, local trade conditions and the activities of the local business firms.

Consequently, when questions arise concerning local market conditions in his cities, Williams can speak immediately and authoritatively. The same applies to position, merchandising co-operation, and information on other matters which the average national representative is unable to furnish until he has consulted his newspaper.

Williams is cognizant of the factor the local branch manager and leading dealer often are in the actual selecting of newspapers,

and he has made it his business to keep in touch with them personally or through one of his men. He sees to it that these local authorities are well sold on his medium. As a result, there is little objection from branch managers or dealers when the advertiser decides to use one of Williams' paper.

Fully appreciative of the value of the space buyer's time, Williams never makes any "what's new?" calls or other unnecessary personal visits. Letters concerning change of dates, discounts, wrong insertions or other details which usually bring a representative on the run, Williams answers by mail. Unless specifically requested to do so, Williams never produces a visiting publisher, advertising manager or editor for the edification of the space buyer.

Though his acquaintance is wide and friendly among executives of advertisers and agencies, Williams never attempts going over the head of the man he contacts.

When a national advertiser has a campaign in adjacent cities to his, Williams follows their progress closely, and often has merchandising suggestions to offer the advertiser when he decides to come into one of his cities.

While a national campaign is running in one of his cities, Williams will keep both the advertiser and the agency informed of its effect upon the trade. Regardless of how large or small the campaign you are running in any one of his papers, you feel that Williams is personally interested in it, and is keeping right on top to see that his newspaper is doing everything possible to make it a complete success.

(Next week Mr. McCarthy will continue his description of the techniques of members of his All-American Space Selling Eleven.)

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New Account for A. L. Lauer Agency

The Knu-Knit Manufacturing Corporation, Chicago, has appointed the Albert L. Lauer Company, advertising agency of that city, to direct its advertising account. Business publications, direct mail and dealer helps will be used.

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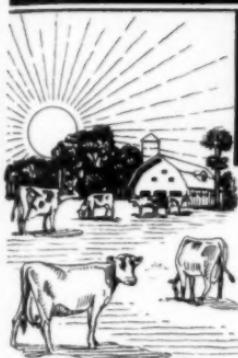
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## To FLORIDA From ILLINOIS

**I**NDUSTRIAL re-location proceeds deliberately, but the cattle breeding and dairying industry of Florida proceeds apace. Easy fertility and long seasons attract increasing numbers of stockmen.

In March one of Illinois' finest herds of thoroughbred Jersey dairy cattle and registered bulls was moved to Florida, not far from Jacksonville. This move resulted from a five-year study of Florida conditions.

Such diversification of industry further emphasizes the steadiness of Florida buying power. There is no "down" season economically.

"Florida's Foremost Newspaper" similarly provides a profitable steadiness of state-wide contact with year 'round income.

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.  
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco  
Member of the 100,000 Group of American Cities

# Do People Eat to Live or Live to Eat—at Childs?

Another Noble Experiment, This Time with Eating Habits, Is Being Tried by the Childs Restaurant Chain

By W. B. Edwards

**D**O people eat to live or live to eat?

And, if they merely eat to live are they likely to change their habits and become gourmands simply because, for a modest sum, they may eat all their hearts—or stomachs—desire?

These questions may soon be solved—at least to the satisfaction of one large purveyor of food—Childs, the restaurant chain.

At one of its New York units—a not too conspicuous one—it is conducting an experiment which—who knows?—may shake the food purveying industry to its foundation. The nature of the experiment is explained in a briefly worded sign displayed in a window. It reads: "All You Can Eat—for 60 Cents."

There's no hitch to that announcement. It means precisely what it says. Between the hours of 11 a.m. and 7:30 p.m., anyone with that "empty feeling" may step in and eat and the charge is 60 cents regardless of stomach capacity. One Doubting Thomas, determined to test it out, and perhaps also with a determination to test his consumption abilities, ordered a tomato juice cocktail, soup, two orders of ham and eggs, an order of fried ham, two orders of apple pie à la mode, two coffees and a chocolate eclair. His check read 60 cents. (The doctor's bill has not yet been rendered.)

Nor does the store modestly limit the announcement of the experiment to a window sign. The walls inside are liberally covered with large signs, informing all and sundry:

"What do you desire? Ask for it. No additional charge."

"If it's good, have some more—No extra charge."

"What you want and all you want—60 cents."

"Have you had enough? More is yours for the asking."

Furthermore, the waitresses are not a bit backward in suggesting that the sky is the limit.

The restaurant has a special menu; a menu entirely without prices with the exception of a line at the top reading: "60 cents—Select all you want and what you want—60 cents."

To an eye that has examined Childs' menus since long before vitamins were discovered there appears to be just about everything on this menu. True, there is no mention of Delmonico steak and a few other delicacies. But by and large the regular Childs items are there and the portions served are the regular Childs portions.

The writer queried a high authority—his waitress—concerning the outcome of the plan. During the three days it had been in operation, she informed him, there was an unmistakable increase in the appetites of the patrons she served. There seemed to be particularly a sudden craving for desserts and for the more expensive ones.

With regard to the more solid portions of the meal, this expert ventured the opinion that, as soon as the novelty of the plan has worn off, appetites and tastes will return to normal and the cost, to Childs, of this part of the average meal will not be excessive. But the desserts—ah, there would be the rub, she insisted. Certain desserts, she confided, are the big profit makers for restaurants and, with people who formerly skipped that part of the menu now scanning it closely and ordering from it liberally, how, she wanted to know, could the restaurant make money?

Since the writer couldn't tell her, he paid his 60 cents and walked out—satisfied with his meal, if not with the outcome of the experiment.

# Scrap the old CHARTS

Old pie charts and New York circulation breakdowns based on figures previous to March 1st, 1931, may be full of nice colors—but their facts are as out of date as Marco Polo's maps—and far less valuable.

When the Daily and Sunday Worlds stopped publication, the sales road into the New York Market utterly changed. Every advertising schedule that is really planned to sell goods at a profit in this market must be changed to fit these new conditions.

Duplication has decreased. Market sectors are more clearly defined. Advertising schedules can be simplified—and strengthened.—Particularly Sunday.

On Sunday the New York American now delivers *more than half the total circulation of the three standard size New York Sunday papers COMBINED.*

Any schedule that omits the Sunday American now is open to serious question by those sales executives who are responsible to Boards of Directors for keeping volume up and advertising costs down.




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Nationally Represented by PAUL BLOCK & ASSOCIATES

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THE June, 1931 issue  
of True Story is the largest June issue on record. + + + +  
The total advertising revenue for the first half of 1931 exceeds any other first half in the history of True Story.

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une to be good with True Story  
+ because it pays dividends to ad-  
nue vertisers in the form of greatly  
ex- increased sales among two  
in million able and eager-to-buy  
families.

*Investigate!*

Apr. 30, 1931

# Buying Is Still Going On

Not in the volume most of us would like to see — but still, in considerable quantity.

And, of course, people with money are doing the bulk of the buying.

The readers of the Boston Evening Transcript are the people in Boston whose income — and therefore whose buying — is least curtailed during periods of slow business.

The Boston Evening Transcript is an especially desirable medium in times like these.

## BOSTON EVENING TRANSCRIPT

*Highest ratio of BUYERS to readers*

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

# Putting Over a New Item On an Old Product's Prestige

How The Frostilla Company "Went National" with Its Brushless Shave  
After a Brief Tryout Campaign

Based on an Interview with  
**F. M. Shoemaker**  
President, The Frostilla Company

A DRUGGIST in Elmira made a preparation for chapped hands. He sold some locally, proved his product and then started to branch out. He gained distribution little by little.

Then in 1884 Clay W. Holmes, father-in-law of F. M. Shoemaker, found himself up against a severe situation. His store had burned down and left him without a retail business. But by that time, he had great faith in the future of Frostilla. He borrowed \$18,000 and put practically all of it into the distribution of samples. Things looked dark for a while; then after ten months orders came in and Frostilla was launched on its broader career.

Never an advertiser in the early days, Frostilla depended largely upon word-of-mouth advertising and sampling. It was not until an investigation in 1919 indicated that certain changes ought to be made in the product and an entirely new bottle and container were designed, that advertising was employed and the company went ahead by leaps and bounds.

For fifty-seven years, The Frostilla Company stuck to its original line. This year it brought out an addition. Mr. Shoemaker was asked how the new item came to be and how it is being marketed. He said:

"One of my sons had a pet belief that the brushless type of shaving cream was the coming type. Always a great believer in this thought he was constantly experimenting with some of the raw material used in Frostilla lotion.

"One day he showed his first definite results. I tried it, we all tried it, liked it and finally became convinced that the product and its opportunities were too great to pass up.

"That is the explanation of the real start of the product, for we did not deliberately determine to bring out another product just for the sake of bringing out some-

**Mr. —**  
**Would she put up with it?**



No woman would submit to men's old fashioned, time-wasting shaving ways. If women shaved, they'd have thrown out brush and lather years ago; they'd have adopted the speedier, more satisfactory method...

**Frostilla Brushless Shave** is new, modern—a velvety, white cream that turns men's shaving habits topsy-turvy! No...

*One of the Consumer Advertisements Introducing the New Frostilla Shaving Cream*

thing new. The sale of Frostilla has been entirely satisfactory and constantly increasing. Our consistent program of advertising and marketing has given us sales increases year after year. Probably we wouldn't have thought of the

product in a field which at first glance seems foreign to the women's market which forms 85 per cent of our lotion business, unless the idea had grown naturally.

"Before we were quite sure how we wanted to handle the new product, we distributed hundreds of samples to our friends and business connections. That is the way our original business started and again it proved satisfactory. Our friends liked the cream. They told us we had a distinct improvement over most of the existing types. They said ours was smoother, whiter and really left the skin in excellent shape. I am not mentioning these points to sell a couple of tubes of our Frostilla Brushless Shave, but only to bring out a point which had a strong bearing upon the decisions we made as to marketing. What our friends told us about benefits to the skin gave us our first cue.

"Frostilla Lotion had an enormous amount of good-will with the women of the country—and we felt that most men also knew its reputation. Therefore, we decided to bring our shaving cream under the Frostilla name in order to capitalize this good-will.

"It took us twenty-two months of further experimentation before we had a product which clicked about 95 per cent among those who tried it. Then we decided to find out if the general public would react favorably. After all, our 95 per cent was based on comments of people who had been given samples personally by our organization members and affiliations, and they were naturally prejudiced in our favor from the beginning.

"Accordingly, we ran a test newspaper campaign in the city of Elmira. We chose Elmira because it is our home town—where we could work intimately with druggists to insure window displays and the right kind of pushing, and could check results and repeats closely.

"This test campaign ran for about ten weeks. The copy angle was based on the thought of 'Forget your old habits and prejudices—try this new and modern way.'

We aimed our selling at the man who was accustomed to shaving with brush and lather, as well as those who were using brushless creams or had tried this type of cream without satisfaction.

"The ten weeks of advertising showed immediate results, and then we purposely stopped advertising after that period in order to judge if the product had repeat possibilities and would continue to move without special effort.

"Sales in the Elmira section did increase, and we also began to get orders from cities nearby showing, to our great satisfaction, that the product was evidently liked and recommended by its users.

"Meanwhile, we were conducting a separate test with one druggist in the city of Baltimore. We arranged with this store for a sampling and special window campaign over a two-week period—to be followed by counter display space for the next several weeks. This test was to determine how effectively the Frostilla name plus dealer co-operation would move the goods. Here, too, results were better than we had hoped.

"Then we were faced with our problem of what steps to take next. Our inclination was to distribute and advertise the product territorially, section by section, since the Elmira test proved that this method paid for its own cost after several months of waiting. But the enthusiasm of our selling organization forced us to 'go national.'

"Sales of Frostilla Lotion are handled by the Harold F. Ritchie & Company organization and we naturally turned Brushless Shave over to them also. We had given the product to the individual salesmen, not to sell, but rather to acquaint them with it in preparation for the time when their territories were opened. The salesmen used it, they liked it, they told their druggist friends; and before we knew it, or were even ready for it, we were beginning to have national distribution.

"Literally hundreds of drug stores bought the product purely on their good-will toward Frostilla and sold it the same way. Accord-

# This Is Anybody's Fight



In the dear old days B. G. (before gangsters) when the promiscuous use of sawed-off shotguns and pineapple bombs was considered unsportsmanlike and not to be indulged in by warring factions, every able-bodied male welcomed a good gang fight as an opportunity to let off excess steam. That was the halcyon era when black eyes and beefsteak were more popular than ham and eggs. But them days are gone forever. The modern gang fights are waged with sales forces and advertising and the glory is a household brand name. From little old New York to the edge of the Pacific, foods, radios, autos and what have you are scrapping to get their individual names on the tip of John J. Consumer's tongue. Tobacco is doing it, too. And General Tobacco, manufacturer of White Owl, Robert Burns, Van Dyke and William Penn, is doing a good job in Los Angeles by spending more money in The Examiner than in any other paper. It's the sensible thing to do. Examiner readers are the largest buying unit this side of the Missouri River. If you're not using this local favorite you're not selling Los Angeles.

**LOS ANGELES  
EXAMINER**

**Put Your Message Before the Moderns**

ingly, we felt that we had to abandon the idea of territorial advertising (as we had been forced to abandon the idea of territorial distribution) and start our national consumer campaign at once.

"The reasoning which developed the present national campaign might be of interest.

"A large advertising expenditure for our initial campaign did not seem warranted—and yet competitive products, both lather soaps and other brushless types, had enormous campaigns. It was up to us to do a forceful job nationally on a budget which would permit only of single columns. Accordingly, our agency wanted—and developed—a copy and illustration thought which we feel wins a lot of attention to itself and does a striking selling job. It certainly uses our background of the women's beautifying lotion effectively.

"In place of the usual smiling men's heads associated with products of our kind, we photographically show women lathering as though they were preparing to shave as men do. Their expressions plainly express their dislike and disgust for the old methods. The copy thought is 'No woman would stand for it.' Here is the beginning of one of the advertisements :

Would She Put Up With It?  
If women had to shave, they would have demanded a better way years ago. They'd have discarded the time-wasting brush — they wouldn't stand for irritating soapy lathers; women value their skin too much. . . ."

"Each piece of copy includes three 'challenge' ideas, assuring the reader that 'You Can't Lose!' We offer a free 10-cent tube via a coupon. We have a money-back guarantee on tubes purchased at drug stores. And finally, a clinching offer to give free a large-sized tube in exchange for old shaving brushes sent to us. This last is particularly directed to men who buy and like the product and have no further need for their brushes.

"Our advertising is arousing a lot of talk, for the copy, though frankly controversial, treats a seri-

ous subject in a semi-humorous manner.

"While we were working on the national advertising, we injected one other new twist in our merchandising. We knew that sampling would sell users more readily than any other method, and determined to extend this sampling by taking advantage of women's good-will toward the lotion.

"Thousands of bottles of Frostilla go into homes all over the country regularly, and it seemed perfectly logical to make use of this distribution. Accordingly, we packed a special slip in the booklet which is under the Cellophane wrapping on every bottle. Playing on women's love of intrigue, this slip suggested that they send to us for a free sample tube in order to 'surprise him with a way to easier shaving.' These special requests are already coming in to us in splendid quantity, although we began our shipment of the bottles with the slips only about two months ago.

"We follow through on these requests by enclosing a special letter with the sample tube—again addressed to the women, but written in such a way that the man who probably will read it, will get a selling story.

"And with this letter we offer to send free samples to any other names they will send in to us. At the same time we explain the 'challenge ideas' . . . and as a result we are making a fine collection of old shaving brushes!"

Thus, through the experimental and progressive move of the new generation in the business, this old company brought out a new product, started on one basis of merchandising and advertising, and quickly changed when its selling force saw the possibilities of the new product.

#### R. F. Chapman with Hill Engineering

R. F. Chapman, formerly Eastern advertising manager of *Automotive Merchandising*, New York, has been made director of sales of the Hill Engineering Corporation, Richmond, Va., manufacturer of Hill Vacuum Clutches. He will have full charge of sales merchandising and advertising policies.

# TWO BILLIONS!

*—are You Getting  
Your Share?*

The vital and interesting figures telling the complete story of the two billion dollar market that includes San Francisco, central and northern California—in brief, Examinerland—is now ready for national advertisers and their representatives.

We believe it is the most complete market analysis ever to be presented by a newspaper in that it gives the major retail sales by classifications of the seven markets reached to near-perfection by this great newspaper.

The information it contains is not available from any other source. It shows where necessities and luxuries are bought to the amount of \$2,000,000,000 annually.

Those interested can secure the book — entitled THE GOLDEN MARKET—by writing to the Examiner in San Francisco (National Advertising Dep't.), or to J. D. Galbraith, 612 Hearst Bldg., Chicago; W. W. Chew, 285 Madison Ave., New York and A. R. Bartlett, Gen'l Motors Bldg., Detroit.

## San Francisco EXAMINER

To Make a Profit,  
Eliminate Everything  
Which Interferes  
With PROFIT

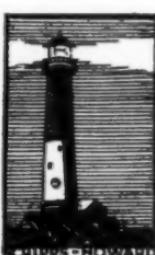
..the Cost  
of Selling *skim-milk* market  
is PROHIBITIVE

**T**HE TRUE Cleveland Market is the concentrated, cream of all Ohio sales territories. Small and compact, it offers the maximum of profit opportunity at a minimum of sales and advertising expense — provided the advertising appears in The Press. Reaching approximately 90% of the English-reading homes in all sections of Greater Cleveland, The Press has one of the most densely concentrated circulations in America.

\*City c  
\*The T  
A. B.

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MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
*and of* MEDIA RECORDS, INC.



The Cle  
SC

NATION  
NEWSPA  
CHICAG  
DETROI

# 85.2%

of Cleveland Press Circula-  
tion is Concentrated in City\*

# 94.2%

of Cleveland Press Circulation  
is Concentrated in Profit-Areas\*\*

\*City circulation territory as defined by the A. B. C.

\*\*The TRUE Cleveland Market—the city-and-suburban territory outlined on  
A. B. C. statements.

## The Cleveland Press SCRIPPS-HOWARD NEWSPAPER

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NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

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Apr. 30, 1931

# ads. Like This Write Themselves

—because it is not necessary to grope for a sensational smash idea—take liberty with figures to make them mean more than they truly represent—search through piles of statistics for some obscure point of minor leadership—gloss over vital weaknesses of policy and circulation.

All that need be said to drive home to the space buyer the dominance of the Los Angeles Times in the Los Angeles market are a few simple direct facts that are as true today as a generation ago.

First in total advertising.

First in display advertising.

First in classified advertising.

First in news and editorial matter.

First in home delivered circulation.

## Los Angeles Times

Eastern Representative: Williams, Lawrence & Cramer Co., 380 N. Michigan Blvd.  
Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell  
Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

# How Far Can Commercial Sponsorship Be Extended?

Rome Saw the Sponsorship Principle at Work

By Marsh K. Powers

President, Powers-House Company (Advertising Agency)

TWO personages unknown to the business world of our grandfathers' day have pushed themselves into prominence in recent years.

One is the "racketeer," who rides the business activities of certain localities like an Old Man of the Sea, threatening at times to strangle his unfortunate victim.

The other is the commercial sponsor, whom radio thrust into the limelight.

Back in my teens I can recall wiseacres guardedly asserting that a certain musical comedy was nothing more nor less than a publicity device for the make of car featured in it. Their caution suggested that they feared that too overt a statement might constitute grounds for a slander suit.

Many were the awed "Ohs" and "Ahs" which greeted the allegation.

Similarly, the rumors which estimated the financial reward for the composers of that ditty, "In My Merry Oldsmobile," opened my mind a little wider to the suspicion that, in the realm of commercial publicity, things didn't just happen.

However, I can still recall that, for a long time, I complacently (and perhaps youthfully) assumed that such stratagems were limited to the automobile world, which, being new, obviously hadn't built up that background of high-minded tradition which barred other businesses from questionable procedures.

Later, as I began now and then to hear trade-names mentioned over the footlights, I am sure that I contributed my sophisticated share of the cynical comments: "I wonder how much *that* cost them!"

Picture what would have been our amazement, our utter lack of any basis for understanding, if, at that time, we could have been thrust forward into 1931, to listen

to the broadcasting of a band concert or an orchestra program, mysteriously audible in the room, an entertainment brought to a close with the frank admission: "This program has been coming to you under the sponsorship of The Sweetooth Corporation, makers of that nickel nugget of goodness, the andsoforth, andsoforth."

Habituuated to the careful veiling of propaganda efforts, we would most certainly have assumed that someone had blundered.

And now what are we coming to?

Not merely to the sponsored programs of the radio broadcaster.

## *Re-establishing the Theater-Going Habit*

The sponsored "advertalkie" is already on the screen and it is seriously suggested that the salvation of the legitimate theater is to invite the commercial sponsor into the business. Unloading of part of the expense of flesh-and-blood production upon the sponsor is, in this instance, to be reflected in a lower price for tickets, which, in its turn, according to the proponents of the idea, is to re-establish a national theater-going habit.

Ten years from now Ethel Barrymore's new play, therefore, may be advertised as "Sponsored by The Austin Aircraft Corporation, builders of the famous Midget Aerocoupe, orchestra seats \$1.00."

The parallel idea automatically flashes into mind of great mass-circulation magazines selling to any and all who will surrender 1 cent, or turn in the proper coupon, at a newsstand counter. The contents? Fiction and articles by the very same writers who now entertain us, but with this exception—below the author's signature a credit line: "This stirring drama of family life

is published under the auspices of \_\_\_\_\_, makers of \_\_\_\_\_, whose advertisement appears on the opposite page. Read it first. It will help you appreciate the story."

Then, too, why should sponsored baseball be limited to semi-pro contests or free-gate, amateur efforts? Why not low admission or coupon-paid admission to games of major league quality between the Studebaker Champions, the Canada Drys, the Lucky Strikes, and so on? (Since newspaper publishers regard the news and gossip of professional baseball as a circulation stimulant, this would provide a means of getting trade names past editorial blue-pencils.)

Or take book publishing. There is already a company organized to sell advertising space on book "jackets"—the removable paper wrapping by which new books are protected. This merely revives an old practice. Why stop there?

Isn't there an opportunity for publishers, through commercial "sponsorship," to cut under even the "dollar book" by selling permanent advertising space on fly-leaves and center spread?

Wild-eyed as some of these specific suggestions appear, they are logical developments of the commercial sponsor principle—that, if you do something for your hearer's or reader's benefit, education or amusement and let him know who is responsible for it, you will feel a beneficial effect on your sales.

The theory upon which the great bulk of radio publicity is based—that if you amuse, you will sell—has very properly inspired endless discussion and argument among sales and advertising executives, but, I believe, the topic has been too narrowly considered.

The question has been phrased: "Is advertising going 'Entertainment'?"

To my mind, that wording of the question covers too limited a phase of the development.

Beneath that phase, and fundamental to it, is the broader problem: "How far can the principle of commercial sponsorship be profitably carried?"

Entertainment is only one sector

of the commercial sponsor's possible field of action, as broadcasting has already demonstrated.

It is commercial sponsorship which has carried the radio to its present enviable position in the United States, yet even in radio it has suggested its limitations.

The unceasing protest against the sales-talk interludes between the entertainment features, the efforts made by many radio owners to manipulate the dial so quickly at the close of the entertainment program that all selling is "deleted," and the newspaper rumors that an "ad-less chain" of stations is being promoted—all these raise a question as to how far gratitude exerts any influence over purchases. They definitely tend to classify commercial broadcasting as "pure publicity" rather than leave it in the category of media adapted to implanting sales-messages.

If, as now seems possible, the continued popularity of sponsored entertainment, whether on the screen or on the air, is contingent upon repressing the sponsor's message to the briefest of poster copy, and if, under this limitation, it still proves itself a sales stimulant, then a sales-and-advertising principle has been established that must inevitably be applied in the widest variety of ways. The "commercial sponsor" will flourish like a green bay tree and the high rewards in sales volume will accrue to those sponsors who best foretell the temper of the public mind and, as a result, undertake those services for which the public will be most deeply grateful.

In this connection, it may not be out of place to point out that the commercial sponsor is not a wholly new development.

Rome saw the sponsorship principle at work when its emperors, generals and demagogues sought the favor of the populace with gladiatorial combats and with fetes and festivals made memorable by processions of strange animals and captive peoples from far lands. Whoever entertained the most lavishly was deemed to be most firmly entrenched in popular favor.

It has long been asserted that a



# INCREASING LEADERSHIP

**YEAR** after year finds more and more advertisers depending on The Cincinnati Times-Star for adequate and complete coverage of the Cincinnati market.

In 1929, The Times-Star led all other Cincinnati papers, Daily and Sunday, in 69% of the classifications of general advertising accounts, while in 1930, The Times-Star enjoyed leadership in over 80% of the classifications of general accounts.

These classifications represent over 86% of the total general advertising carried in all Cincinnati papers during 1930. Leadership year after year, in itself, is an outstanding qualification, but when coupled with the ever increasing confidence and prestige of the buying public, results in a dominant medium.

Experienced advertisers have discovered that The Times-Star alone is adequate for thorough, complete, economical sales results in the Cincinnati market.



## THE CINCINNATI TIMES-STAR

HULBERT TAFT  
President and Editor-in-Chief

Eastern Representative  
**MARTIN L. MARSH**  
60 East 42nd Street  
New York



Western Representative  
**KELLOGG M. PATTERSON**  
333 N. Michigan Avenue  
Chicago

Members of: A.B.C. — 100,000 Group — Media Records

republic is notoriously ungrateful to those who serve it. Whether this will prove true of the commercial sponsor remains to be answered.

In the interim, however, the study of the broader application of the sponsor principle is an inescapable responsibility for those who

control the policies of merchandising enterprises.

It must inevitably be developed to a greatly increased usefulness or yield ground from its present position of prominence. Neither its future possibilities nor limitations have been ultimately determined.

## Angles on Space Buying

Media and Copy—the Siamese Twins of Advertising

By Richard A. Dunne

**M**EEDIA'S part in an advertising program cannot be thought about any too early. In many respects media and copy are the Siamese Twins of advertising. Both are, or should be, conceived at the same time. One is the complement of the other.

Media's role in the process of separating the wily and usually indifferent consumer from his dollars is that of a friend or sponsor who brings the copy and the consumer together. The variation in this influence is the most important characteristic of media.

Whether copy gains its objective very often depends on the standing of the introducer with the prospect.

It is doubtful if one can intelligently select the copy theme or select the type of media and the individual units to be used without a clear comprehension of the complete objective of the campaign and the background that was considered in determining it.

The general nature of the factors that are equally pertinent on media as well as copy and are not always reflected in an analysis of sales by geographical divisions, various sized cities, price, type of outlets, etc., are as follows:

The general reputation and position of the company.

Is it ambitious, alert and progressive?

What is the objective of the management?

Has it an aggressive sales staff?

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For many years Mr. Dunne was head of the media department of the J. Walter Thompson Co.

Will they make full use of the advertising?

Other points will no doubt occur to you.

Stimulating these virtues or overcoming the lack of them are a part of the advertising job. Copy is planned with them in mind.

A certain type of media may very often serve better than another as the best sponsor under certain of these circumstances because of the variation in the acceptance of the various media by the public.

If this attribute of sponsorship was not variable or did not exist, buying space would simply be a matter of getting as much indiscriminate circulation for a given number of dollars as possible.

If you agree that this attribute varies with certain types of media as well as between individual units, a list is not sound unless they are recognized and utilized in order to assist copy to meet its objective under the most favorable auspices.

If there is a fine touch in buying space it is in seeking out these values and intangibles and using them to best advantage.

The battle of sales is a hard one. An advertising campaign needs all the help it can get—the selection of media with this point of view in mind may be a factor in turning the tide favorably.

After all, is not a good space buyer a guide who points out the most favorable avenue of approach to a given group of people, rather than a purchasing agent or rate clerk?

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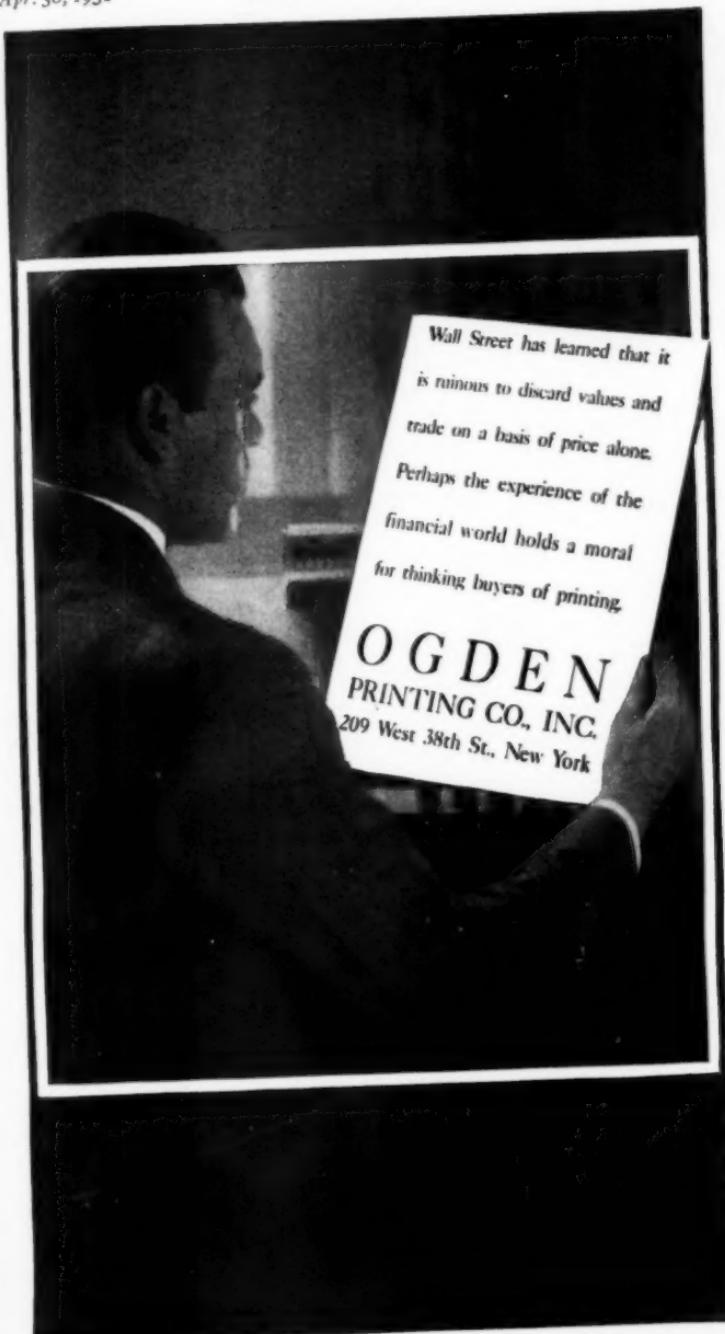
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# OUR *kitchen*

ITS day-to-day job is for work on our twenty food accounts\*—developing new recipes, improving old ones, making certain that the new and dramatic dishes our food experts sometimes conceive can be economically and successfully turned out by a practical cook.

From the cupboards of Curtis Woodwork and the Electrolux Refrigerator to the Fuller Brushes used for cleaning, forty-six of our clients are represented in the kitchen.

#### Clients whose Products appear in Our Kitchen

- \*Allegheny Steel Company
- \*American Fruit Growers Inc.  
(Blue Goose Brand)
- \*American Kitchen Products Co.  
(Steero Bouillon Cubes)
- \*Angelus-Campfire Company
- Armstrong Cork Company
- Atwater Kent Mfg. Co.
- \*Atwood & Company
- Boott Mills

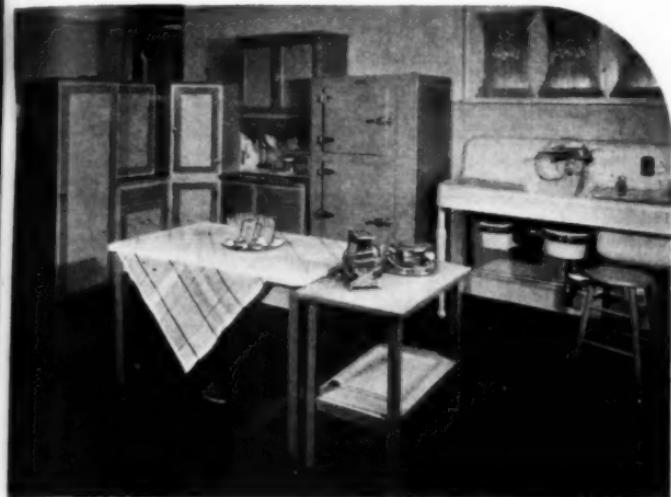
- \*Joseph Burnett Company
- \*Continental Baking Company  
(Wonder Bread—Hostess Cake)
- Cotton-Textile Institute, The
- \*Cracker Jack Company
- Curtis Companies, Inc., The
- E. I. du Pont de Nemours & Co., Inc.
- Edison Lamp Works of  
General Electric Company
- Electrolux Refrigerator Sales, Inc.

\*Fruit  
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Fuller  
Gale  
\*Geno  
\*Geno  
(G)  
Gold  
Gris  
(C)  
Ham  
\*Theo  
Ham  
\*Hoff  
\*Geo  
H. I.

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# en IS FOR W·O·R·K

- \*Fruit Dispatch Company  
(United Fruit Company Bananas)
- Fuller Brush Co., The
- Galey & Lord, Inc. (Aberfoyle Fabrics)
- \*General Baking Company (Bond Bread)
- \*General Mills, Inc.  
(Gold Medal Bakers' Flour)
- Gold Dust Corporation
- Griswold Manufacturing Co.  
(Cooking Utensils)
- Hamilton-Sangamo Corporation
- \*Theo. Hamm (Malt)
- Hampton Shops
- \*Hoffman Beverage Company
- \*George A. Hormel & Company
- H. L. Judd Co., Inc.
- \*Land O'Lakes Creameries, Inc.
- Lehn & Fink Products Company
- Lewin & Conger
- \*John Mackintosh & Sons, Ltd., Inc.
- Nashua Mfg. Company
- \*Pabst Corporation
- Polar Ware Company
- J. L. Prescott Co. ("Oxol")
- \*Royal Milling Company (Rex Flour)
- \*Savory, Inc. (Cooking Utensils)
- Sears, Roebuck & Company
- Silk-Eze Corporation
- \*Sprague, Warner & Company
- \*Staley Sales Corporation
- Standard Oil Co. of N. Y.
- Upson Company, The
- Western Clock Co.

**Batten, Barton, Durstine & Osborn**  
INCORPORATED

**ADVERTISING**

**383 Madison Avenue, New York**

CHICAGO: McCormick Building · BOSTON: 10 State Street · BUFFALO: Rand Building

PITTSBURGH: Grant Building · MINNEAPOLIS: Northwestern Bank Building

# Letters That Helped Engineers to Become Salesmen

This Company Hired a Group of Young Engineers Inexperienced in the Art of Selling—Then It Set Out to Train Them

## I

**W**HEN the Neilan Company, Ltd., decided to employ engineers, rather than salesmen, to sell its regulation and control equipment, the problem of inducting these engineers into the mysteries of selling promptly became of paramount importance.

Part of the training was carried on by mail. The advice contained in some of these letters and bulletins is of practical use not only to salesmen in the industrial field, but to those in the general field as well. We are, therefore, publishing, in consecutive issues, seven letters that helped these engineers find the road to sales success. The first letter follows:

\* \* \*

NEILAN CO., LTD.  
LOS ANGELES, CALIF.

DEAR ELDRIDGE:

Have you ever noticed that every night there is a long line waiting to buy tickets for the movies? Sure you have, you couldn't help yourself.

And on these same evenings you would have had no trouble finding a free seat at the public library. Without the expenditure of a penny you could have found the same story (or in most cases a better one than that used for the film).

The reason why our dear old public likes the movies better than the library is because the pictures dramatize the story. People like dramatization. We all can understand pictures better than words. We even like good word pictures. Good speakers and lecturers have this power of painting word pictures.

You must put life into your sales talk. You must dramatize it.

For example, don't tell a prospect that the new superhard metal Nitralloy, now used for valve plugs and seats in Neilan Regulators, has

a Brinell hardness of 1,000. This is a lifeless fact. Tell him instead that this metal is five times as hard as hardened tool steel, and that it will cut glass just like a diamond. And show him a piece and let him prove it to himself. He'll remember such a dramatized sales point.

With a little ingenuity you can breathe life into every one of the sales points which you know so well.

Don't just tell your prospect that we eliminate friction by the use of stainless steel ball bearings. Rather bring the dead scientific fact to life. Ask him whether a large piece of machinery slides along a floor easier with or without rollers under it. He can see that picture in his mind. Well, the ball bearings in our regulators act that same way.

Then ask him if the radiator on his car is chromium plated, and if so, if it has shown any signs of corrosion or rust. Well that's only a thin coat of plating a few thousandths of an inch thick, while the stainless steel used in our regulators is one-fifth chromium with 8 per cent of nickel thrown in for good measure. And this chromium goes all the way through and is not just a plating.

Tell him that it is made under the original formula which was discovered by a German scientist in the Krupp Works at Essen, Germany. Tell him that while it costs us twice as much—the satisfaction of our customers and absence of service calls justify our using it for valve stems and other parts at no increased cost to him.

We do not mean you are necessarily to use these examples but are merely pointing out how, no matter what point you choose, it can be dramatized. You will probably dope out some dramatizations

that will be far better than these two. Perhaps you already have. If so, won't you write in to us and allow the rest of the sales force to profit by them?

Watch your sales talks tomorrow and see just where you can use dramatization to liven up your talk. Remember that a dramatized talk, no matter how poor, is much more effective than a talk without life.

We hereby make the unreserved

statement that with a little thought you can dramatize any sales point. See if you can find one that you can't and if so send it in and we'll put the "hot shots" of the factory Master Mind Department on it and see what they can do.

Your sales talk is like a scenario —it must have action to sell.

Sincerely yours,  
T. J. NEILAN,  
President.

## Rephotographing Through Glass

**W**E'RE they miniature umbrellas or was it a giant shoe? And how was that rain effect secured? These are questions which have been asked about an illustration used in an advertisement for The Abbott Company's Mufti shoe.

Here's the way it was done: First the photographer posed the shoe on a sloping, light-toned cardboard. The shoe was lighted with spotlights and floodlights. This part of the illustration was then photographed. A color-sensitive Panchromatic film was used because the shoe was brown.

The photographer next posed the umbrellas, making a separate picture of these in a similar manner. Great care was taken in getting the proper lighting and in securing the desired proportions. Streaks

of light were put on this umbrella picture with an air brush to obtain the rain effect.

Then came the problem of placing the two photographs together and taking the final picture. The background picture, of the umbrellas, was put into a frame with a sheet of clear glass over it. The photographer cut out the shoe print in profile and placed it in proper position on top of the glass that covered the background print and over that put another piece of glass to hold them in place.

This set-up was lighted from directly in front so that no shadow would appear at the joint and the final picture taken. The sheet of glass between the shoe print and the background print gives the impression of distance which the finished job seems to have.





## Victory and Pyrrhus is destroyed . . .

Many a business these days is paying the costs of a "Pyrrhic victory"—losses that have come from a scramble for volume at any cost. The far-sighted leaders are drawing in their battle lines; concentrating on markets known to be profitable.

Some businesses can afford to reach every possible purchaser, in every walk of life. But, for those whose goods or services find their customers among the nation's industrial and business concerns—the story is different. And here it is, that within the past year or so you have seen such costly victories.

Why "costly"? Because out of some 2,260,000 concerns in the United States, a mere eighty-six thousand do over 85% of the country's total business. That means that the profitable mar-

ket is concentrated in less than 4% of all those businesses—and that the scattered uneconomic sales campaigns waged against the others are usually profitless.

Where will you reach the important heads of these few important businesses? Right among your fellow readers of business—right here among the two times a year, this powerful group . . . interested, just as you are, in keeping abreast of its fast, accurate business news. And interested, too, in the sales stories of their fellow readers.

In no other single publication will your advertising come before so many of these real business leaders. The cost is surprisingly moderate.



*The above message—addressed to the business men who underwrite 1931 advertising—appears in the current issue of The Business Week*

## Pyrrhic Advertising

DURING the past year there have been "Pyrrhic Victories" among advertisers too. Conquest of huge markets proved too costly to many a manufacturer. Wasteful, ineffective coverage contributed to these costs. It may have been magnificent, but it was not war.

Naturally when sales facts were put under the microscope, advertising costs and results were also analyzed. Steady increases in both lineage and the number of new advertising accounts in *The Business Week* have resulted from this new deal.

Your clients' advertising dollars cannot buy elsewhere such concentrated coverage of the nation's real business leaders as *The Business Week* offers.



# THE BUSINESS WEEK

A McGRAW-HILL PUBLICATION

10th Avenue and 36th Street, New York City • Chicago  
Philadelphia • Washington • Detroit • St. Louis • Cleveland  
Los Angeles • San Francisco • Boston • Greenville • London

# 6,298 Electric Refrigerators Sold in 68 Days to Edison Employees

A Carefully Planned Campaign Brings Unusual Results

**A CO-OPERATIVE** selling campaign which reached results well beyond predictions is attracting widespread interest in the present endeavor of the electric industry to sell 1,000,000 electric refrigerators during 1931.

This was the "President's Plan," carried out under the guidance of Matthew S. Sloan, president of the companies in The New York Edison System. Its purpose was, briefly, to expand sales of electric refrigerators through focusing the attention of employees by personal ownership, and through encouraging them to induce their friends to become owners.

Nine organizations (The New York Edison Co.; Brooklyn Edison Co., Inc.; The United Electric Light and Power Co.; The Yonkers Electric Light and Power Co.; New York and Queens Electric Light and Power Co.; Copeland Products, Inc.; Frigidaire, Inc.; General Electric Co. and Kelvinator, Inc.) participated in the campaign. During the period, 6,298 electric refrigerators were sold to employees, and 732 were sold with their aid. In sixty-eight days, with very little prior preparation, a total of 7,030 refrigerators was placed. Moreover, a follow-up list of over 8,000 prospects was obtained, made up of consumers who had been contacted by employees and who had expressed an interest in an electric refrigerator, but had not definitely decided to purchase prior to the termination of the campaign.

The principal propelling force of the campaign was the provision that any employee of The New York Edison System could purchase an electric refrigerator for his own use at better than wholesale prices during the period from October 9 to December 18, 1930 (later extended to December 31). To accomplish the desired results, it was necessary first to make the terms of the purchase attractive,

and second to see that every employee was thoroughly informed as to these terms and the advantages of electric refrigeration.

The first requirement was handled by the provisions that:

1. Employees of The New York Edison System would receive a discount of at least 20 per cent on electric refrigerators purchased for their own use.

2. A certificate representing the down payment (about 3 per cent of the list price) would be given the employees free.

3. The employees' payments would be spread over a period of two years, the only financing charge being 6 per cent simple interest. Payments were to be deducted from salaries.

4. Any employee who turned in the name of a prospect with whom he had discussed refrigeration, and whom a salesman was successful in selling, would receive as a prize an article of electrical merchandise.

5. If an employee turned in more than one lead that resulted in a sale he would have a choice of several other articles.

Within The New York Edison System, a main committee on refrigeration (the commercial heads of the associated lighting companies and the director of advertising) was appointed by Mr. Sloan, who also appointed a campaign chairman in each of the companies to head up committeemen and subcommitteemen. As a result, approximately 500 committeemen and subcommitteemen had been appointed by the day the campaign opened.

On October 10, every employee received booklets explaining the purposes of the campaign, and starting with the second week, weekly news bulletins were issued to capitalize the activity already under way, and to encourage further efforts. Display material featuring the campaign was also prepared, committee buttons were

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distributed, and special posters for the 700-odd bulletin-boards in the electric companies were sent out from time to time.

The most unusual feature was the way in which employees were reached. The tremendous task of putting the story over to 36,000 employees in such a short time was accomplished by:

- Distributing the prospectus of the plan to each employee at the opening of the campaign.

- Weekly news bulletins distributed to every employee.

- Over 500 employee group meetings held during and after working hours within the lighting companies with a total attendance of over 41,000.

- Rallies of 1,000 or more employees held in the lighting companies' auditoriums.

- Posters for display on bulletin boards.

- Interviews with contact men, inspirational speakers, and motion picture films illustrating the many advantages of electric refrigeration.

As a result of this activity, all of the 36,000 employees had heard the story of the campaign at first hand by December 10.

This educational phase of the campaign was one of the most difficult, and undoubtedly one of the greatest accomplishments of the campaign. It was clearly indicated that results of this nature could not be obtained by the use of printed matter alone, but that wonders could be worked by personal contact in which questions could be asked and answered. This was true not only as regards the employees; the holding of meetings by the committeemen also helped sustain their interest in the success of the work in hand.

Another interesting and effective method used in getting contact with workers was a refrigeration display on a truck, which circulated among distribution department employees during the noon hour. In this manner, 300 to 400 employees were reached each noon.

To create departmental competition in the companies, sterling silver cups, known as the president's cups, were awarded to each com-

pany for later presentation to the department of that company which had the best record of accomplishment during the campaign.

There has been sufficient indication during this activity that interest can be aroused in electric refrigeration among lighting company employees, and that their support can be counted upon. The campaign, as a whole, has provided excellent material for planning the Electric Refrigeration Bureau's 1931 drive. Aside from the number of machines that were actually sold to employees, an excellent job of education has been done, and the effects will extend over at least another twelve months.

### Seattle Advertising Brings Record Response

The Seattle Chamber of Commerce, according to J. F. Pollard, chairman of the advertising committee of the Chamber, has received a record volume of response to its advertising this year. Mid-April saw 30,000 inquiries received, or approximately 1,500 more than were received during the entire calendar year of 1930.

### Appoint Gonthier-Campbell

The Canadian British West Indies Produce Company, Ltd., and the Visu-Lite Sales Agency, both of Montreal, have appointed the Gonthier-Campbell Advertising Agency, of that city, to direct their advertising accounts. This agency has also been appointed to direct the advertising of Sun-Ray Lamps, a product of the Charles A. Branston Company, Ltd., Montreal.

### Laurie Bruenn Joins Grey Agency

Laurie Bruenn has joined The Grey Advertising Service, Inc., New York, in an executive capacity. He was formerly advertising manager of the Shepard Stores, Boston, and has also been with the Arnold Constable, Gimbel and Bloomingdale department stores.

### E. A. Goodeve Appointed by McKim Agency

Edward A. Goodeve has been appointed to direct and supervise the merchandising and commercial research division of A. McKim, Ltd., Montreal advertising agency.

### Lithographers to Meet

The twenty-fifth anniversary convention of the Lithographers' National Association, Inc., will be held at White Sulphur Springs, W. Va., June 2, 3 and 4.

# WHO Reads The Cincinnati Post?

IT is the progressive, forward-minded type of citizen of Cincinnati who reads The Cincinnati Post. For consider what readers of The Cincinnati Post have done.

It was the readers of The Cincinnati Post who a few years ago went to the polls and voted in an entirely new government for Cincinnati.

It was the readers of The Cincinnati Post who changed Cincinnati from the worst to the best governed large city in the United States.

It was the readers of The Cincinnati Post who, last



#### POST CIRCULATION

City and Suburban . . . 144,702  
OK Market . . . . . 163,467  
Total Circulation . . . 184,353

MEMBER OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS and of MEDIA RECORDS, INC.



The

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Fall, extended the same type of good government they enjoy in the city to entire Hamilton County. And this, after the county government had been in the hands of the same organization for an uninterrupted 40 years.

It was the readers of The Cincinnati Post who did these things because The Cincinnati Post alone of the newspapers in Cincinnati were in favor of them. The others were either lethargic or actively hostile.

Readers with courage, foresight, and progressive mindedness enough to change a government are a pretty desirable type of citizen.

It follows that they are equally progressive in other things, willing to try the new in foods, clothes, automobiles, radios and the other products which American manufacturers make and sell.

Reach this group in Cincinnati with The Cincinnati Post, read by more than 62 per cent of the families in Cincinnati.



Typical Post Homes in the Westwood District of Cincinnati. Four out of the five homes pictured here are daily readers of The Cincinnati Post.

# Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY  
CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

Apr. 30, 1931

# Free . . . White . . . and Twenty-one!

HERE in Louisville there are 307,745 people, of whom 202,446 are over 21 years of age—96,372 males and 106,074 females. Of those over 21, 160,526 are native whites, 9,717 foreign born and 33,171 are negroes.

Of this adult buying-population, 99.9% are English reading and 92.1% read *The Courier-Journal* and *Times*—the medium which you must use to reach them with your message.

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

Audit Bureau of Circulations  
100,000 Group of American Cities



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Represented Nationally by THE BECKWITH SPECIAL AGENCY

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## An Advertisement That Pulled Because It Appealed to a Hobby

Sullivan Guessing Contest Shows How to Dramatize an Undramatic Guarantee

**D**URING the present month more than 1,500 people have tried to guess to whom Tommy Armour's legs belong. That slightly more than 10 per cent of them guessed that they belong to Tommy Armour is tribute not only to the perspicacity of the common, garden variety of golf nut but also to the perspicacity of the Sulloway Mills which created an advertisement that pulled a high percentage of inquiries from the readers of the magazine in which it appeared.

Sullivan Mills manufacture Kantshrink golf hose. In this day of exaggerated advertising claims, almost any kind of claim is mildly suspected and the boast that a product won't shrink is bound to be received with vehement skepticism. Realizing that it had a product which could live up to the claim, Sullivan further realized that some kind of advertising was needed which would dramatize the claim to the point where a much-bitten public would be willing to give no-shrink advertising at least one more chance.

Since golfers are the chief users of golf hose the company decided to use a golfing publication to carry its message. That decision was simple enough to make — but it was not such a simple matter to find the right kind of advertising message.

One thing the company knew—that in dealing with golfers it was addressing an audience that on at least one subject is not quite sane. A golf nut is one of the few persons who is proud of being a nut.

Being what he is he is more than ordinarily interested in little matters of technique like stance. He fiddles around with his own stance, he watches the stance of his club pro, he studies the pictures of the prominent pros and seeks to model

his own stance after that of some successful golfer who tears his hair when he gets a score which would send the average duffer into the locker room with a beaming face.

That a stance has everything to do with the feet and legs and that golf hose also have everything to do with the feet and legs seemed to the company to offer something more than a coincidence. It offered the advertising idea that Sulloway was looking for.

Therefore in the April issue of a golfing publication appeared a full-page advertisement with five para-

Apr. 30, 1931

Apr.

graphs of selling copy and picture of a pair of legs, a golfer's legs, engaged in demonstrating a stance. Under the picture was a question, "Whose drive is this?" and a coupon, the first line of which said, "These legs belong to . . . . ."

That challenge was, of course, too much for a great many duffers who had spent the winter practicing in their living-rooms and studying pictures of golfers when they should have slept. They sat down and answered the advertisement, lured perhaps as much by the challenge to their knowledge of their game as by the fact that five of the answers were to win a free pair of Kantshrink golf hose. Every one of the duffers was cocksure he was right. That more than 10 per cent really were right demonstrates clearly enough that golf is no longer a game but has become a major science.

With its many hundred names Sulloway Mills had something to capitalize. First, of course, were the five prize winners. Each contestant had been asked to name his home club and to the pros of the clubs of the winning contestants were sent the hose with a letter telling about the contest and suggesting that the pro award them at a propitious moment. (The company also mailed copies of the advertisement and a selling letter to a list of pros so that most pros knew about the contest). The lucky contestant was informed that his hose were waiting for him at the club, and was also given a selling talk by means of letter and folder.

Those who didn't win also received a letter and folder. The letter told them "Better luck next time," did a little selling on Sulloway hose and called attention to the folder.

The Tommy Armour advertisement is the first of a series. In the May issue of the publication which carried the first advertisement there is another which shows a pair of shorter, chubbier legs. June will see a different pair of legs, and so the contest will continue.

This advertising has proved several things. First, it has demonstrated, as Camel demonstrated, that the prize contest appeal is still

a strong one. Second, it has shown that you don't have to make the contest too easy so long as it deals with a hobby. Third, it has shown that a dramatic idea will pull inquiries even in these days of business adrift. Finally—well, let us quote R. L. Thompson, in charge of the company's advertising:

"We feel that golfers who are sufficiently well acquainted with the game to even attempt to identify a golf professional from a picture of his stance alone are sufficiently ardent to be interested in their personal comfort while playing. Therefore, we believe our line of golf hose should be of real interest to them."

### Death of H. P. Joslyn

Henry P. Joslyn, copy writer on the staff of Erwin, Wasey & Company, Inc., New York advertising agency, died last week at the age of forty-seven. Before joining the Erwin, Wasey agency he had been copy writer and contact executive on the staffs of the Wm. H. Rankin Company, The Fred M. Randall Company, Critchfield & Company, Inc., The Homer McKee Company, Inc., and the J. Walter Thompson Company, Inc.

Mr. Joslyn was also known as a composer of symphonies. His symphonies have been played by the New York Philharmonic Orchestra, under the leadership of Toscanini and by Leopold Stokowski's Philadelphia Orchestra. The score of his most recent symphony was taken to Berlin recently by Eric Kleibor, who had planned to use it during his next season.

### R. A. Dunscomb with Gillette Publishing

Richard A. Dunscomb has joined the Gillette Publishing Company, Chicago, as general manager of its newly created catalog division. He has been with "Sweet's Catalog," the Atlantic Monthly Company and the catalog division of the McGraw-Hill Publishing Company.

### Chapin Hoskins Joins "Forbes"

Chapin Hoskins has been appointed industrial and commercial editor of *Forbes*, New York. He was for several years editor of *Factory* and *The Industrial Executive*. More recently he has been special assistant to Will Hays, head of the Motion Picture Producers and Distributors of America.

### Death of E. I. Scott

E. I. Scott, founder and chairman of the board of the Scott Paper Company, Chester, Pa., died at Swarthmore, Pa., on April 24 at the age of eighty-six. He founded the Scott company in 1879, retiring from active duties with the company ten years ago.

# H Look for the Hidden Values



*Many a magazine, many a newspaper, has hundreds of thousands of readers . . . yet have you tried to envision them all as one person. . . . ?*

Have you ever tried to visualize, as one individual, the millions who read mass-circulation media?

Perhaps you have tried, but we'll bet you never succeeded.

Great circulations have their place in the advertising scene. They possess exactly what they claim—mass. And for this very reason, they contain no hidden values, no by-products, no pluses. Millions of

readers, yes, but readers only. For you as an advertiser, masses of circulation can have no other identity.

We have readers, too. 100,000 or so. But our circulation consists of just one man. The Banker.

Shut your eyes and envision the Banker. Think of him as a man, as a market, as an influence. Think of the 38,000 of him who subscribe to the *American Bankers Association Journal*—of the Journal's proven readership of four persons per copy—of the triple-threat Banker market, totaling the power of 300,000 ordinary, run-of-mill mass readers.

Then think of the twelve-page rate of the Journal, \$250. Value? And how!

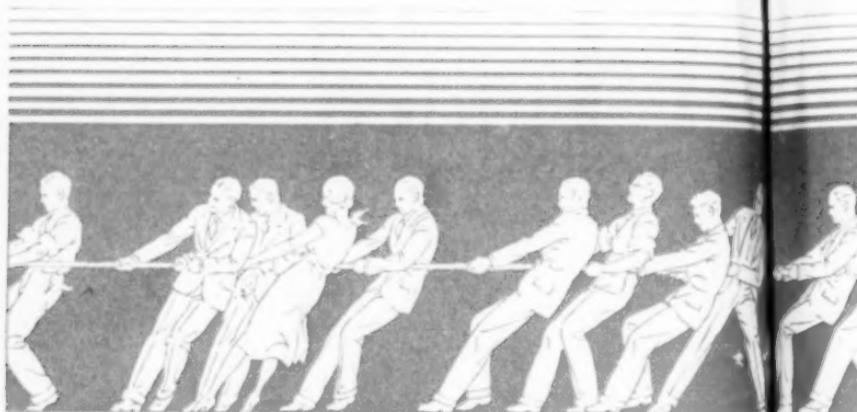
## AMERICAN BANKERS *Association* JOURNAL

22 EAST 40th STREET NEW YORK

*Edited by James E. Clark • Alden B. Baxter, Advertising Manager  
Charles H. Ravell, 332 South La Salle Street, Chicago • R. J. Birch & Co.,  
San Francisco and Los Angeles*

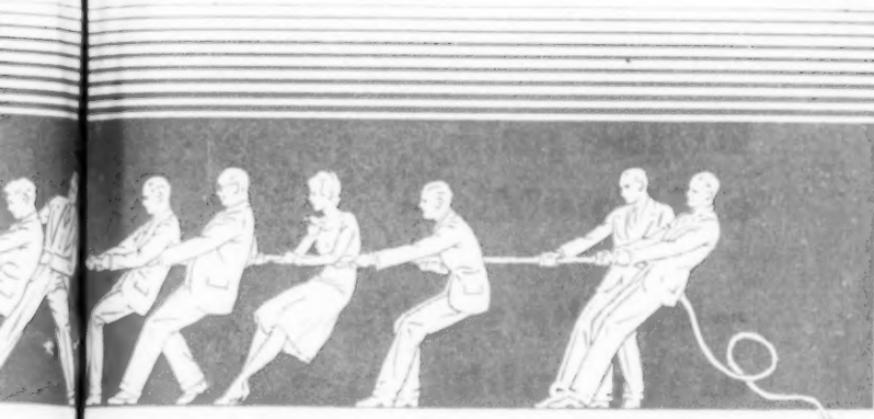
Apr. 30, 1931

APR.



# OUR 1929 PRO





## ORGANIZATION

It's intact; working on 1931 problems; an adequate staff of competent advertising workmen, serving old clients and new with vigor and intelligence—our 1929 organization.

A recent visitor in our office said, "I am impressed by the fact that you have the necessary Man Power."

That fact was so important to him that he selected Williams & Cunningham as his agency.

**Williams & Cunningham**  
*Advertising*

6 N. MICHIGAN AVENUE • CHICAGO

PHILADELPHIA . . . ROCKFORD

Apr. 30, 1931

**By the pull  
of its public—**

**—not the push  
of the publisher—**

**The New Yorker's circula-  
tion has mounted from  
90,000 at the end of 1929  
to more than 120,000 now.**

**The rate, however,  
is still based on  
100,000 net paid**

**A. B. C.**

**THE  
NEW YORKER**  
25 WEST 45th STREET  
NEW YORK CITY

## A & P to Sell Ice Cream

NOW that spring is here, things are happening in the ice cream business. One of the most significant of these is the contemplated opening of ice cream departments in A & P stores in New York, Chicago, Philadelphia and Northern New Jersey.

A & P has been experimenting in a few stores and is convinced that ice cream is logical merchandise for this chain to handle and has unusual possibilities. The cream will be sold under the chain's own brand name, Yukon Club, which it has already been using for ginger ale. It will be sold at a price several cents under the price now charged for standard makes. It will be dispensed in visible, refrigerated show cabinets varying in size from thirty inches square up to thirty inches deep by five or six feet long, depending on the store in which the cabinet is placed. Yukon Club will be sold entirely in packages.

The move of A & P puts it into direct competition with thousands of drug and confectionery stores for still another important item of merchandise. Whereas A & P has already been carrying other items carried in drug and confectionery stores, with the exception of cigarettes, it has not carried items which bulk so large in the retailer's eyes as ice cream. The chain, we are told, is not going to manufacture its own ice cream unless forced to, but will buy it from established manufacturers.

A & P is by no means the first food chain to sell ice cream. In Los Angeles Safeway and Piggly-Wiggly have built a sizable volume of business on the product, although in each case they are not selling under their own brand name, but under that of Lucerne Creameries. Sanitary Grocers in Washington, D. C., is another chain that has been selling ice cream in volume and it uses its own brand name. Other food chains in different parts of the country are having success with ice cream and still others are at present experimenting.

Another venture in private branding of ice cream is that of the Independent Druggists Alliance, the drug voluntary chain that was started last year in New Jersey and that is extending its activities to other parts of the country. The stores in the New Jersey I. D. A. group are selling ice cream under their own brand name, most of it in packages and in visible cabinets.

The trend away from bulk has been hastened by the manifest advantages of handling the product in standard size packages and also by the success certain retailers have had with the package idea. For instance, one drug store in Newark (not a member of the I. D. A.), which had dropped ice cream because sales were so meager, recently installed a cabinet display filled only with packages. In this store, which had not sold the product for more than two years, sales in the first two weeks amounted to more than \$225.

One other development that will be watched with interest is the opening of ice cream plants by Swift & Company. It is reported that the company's plans comprehend the eventual opening of a number of plants in different parts of the United States.

## William Meyer Heads Hosiery and Underwear Association

William Meyer, president of the Apex Hosiery Company, Philadelphia, was elected president of the National Association of Hosiery and Underwear Manufacturers at its annual convention held in Philadelphia.

## Dowd & Ostreicher Now at Boston

Dowd & Ostreicher, advertising agency, has moved its main offices to 137-141 Newbury Street, Boston, and has discontinued its office at Lowell, Mass. The personnel of the office remains unchanged.

## Portland "Oregonian" Appointment

Walter W. R. May, for four years city advertising manager of the Portland, Oreg., *Oregonian*, has been made associate editor of that paper.

# Has Your Product Kept Step with Market Changes?

The Manufacturer Who Keeps Pace with Scientific Progress Is Not Necessarily Keeping Pace with Changes in His Market

Gleaned by R. J. Doty from Facts Furnished by

**S. Horace Disston**

Vice-President, Henry Disston & Sons, Inc.

**I**N many fields, the product that keeps pace with technological progress is, by the same token, keeping pace with market changes.

In a greater number of industries, however, technological or scientific progress cannot be relied upon to make a product salable. The consumer's wishes must also be consulted. And if, as sometimes happens, these wishes of the ultimate user run counter to the march of science, then—so far as the manufacturer is concerned—science must halt until the consumer catches up.

To take an everyday example, consider the radio: Those radio-set manufacturers who are still operating at a profit have, perforce, remained in the forefront of scientific progress. But—and this is a mighty important "but"—they have also kept an ear closely attuned to the demands of the consumer. As a consequence, the radio set of today represents not only scientific improvement but also a conscientious effort to supply a set that, in design and size, best meets the desires of their Imperial Majesties—Mr. and Mrs. American Consumer.

To take another everyday example, and the one with which we are at present concerned, consider the hand-saw: Henry Disston & Sons, Inc., has been making saws—fine saws—for ninety-odd years. The very fact that the name Disston has, for years, been synonymous for saws, is sufficient proof that the company has not lagged

behind in the advancement of the science of saw making.

Nevertheless, the company, in common with others in the industry, has found that hand-saws made according to the most up-to-date ideas of scientific manufacture were limited in their field of



*A Suggested Display of the New Keystone Saws*

use. The reason, of course, is to be found in market changes. On construction work, hand-sawing is being superseded by mechanical processes. Mechanics, who have always been the largest users of quality hand-saws, are continuing to use them, but their quality hand-saws last longer than they formerly did because they do not use them for heavy, rough work.

Consequently, despite a continuous program of product improvement, Disston was faced with the necessity of finding wider outlets for hand saws.

## A MOTOR- IZED MARKET

OAKLAND citizens depend chiefly on the automobile for their business and pleasure transportation. In the past year, more than \$40,440,000 was spent in this community for automobiles, accessories and motor fuel. This represented nearly 20% of the total retail trade transacted in this market.

Here, in the Oakland market you have concentrated population and buying power. Don't overlook this fertile field in 1931.

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### Oakland Tribune



National Advertising Representatives:  
WILLIAMS, LAWRENCE & CRESMER CO.  
Los Angeles   San Francisco   New York  
Chicago                                      Seattle

Apr. 30, 1931

APR.



**J.A. O'MALLEY**  
PRES. PITTSBURG AUBURN CO.

▲ ▲ ▲ when  
are better

Pittsburgh Auburn Co.,  
Using SUN-TELEGRAPH  
Exclusively, Sells More  
Auburns In First Three  
Months, 1931, Than In  
All of the Year 1930

"The Sunday Sun-Telegraph is undoubtedly the biggest and most important advertising medium for selling the Pittsburgh market" — Pittsburgh Auburn Company.



Times Have Changed

**The Pittsburgh**  
Nationally Represented by

# en three months er than twelve!

Read this recent letter from the President of  
**Pittsburgh Auburn Company:**—

April 7, 1931.

Gentlemen :

We are pleased to inform you that the Pittsburgh Auburn Company has sold and delivered over one hundred more Auburn cars in the first quarter of 1931 than in the entire year of 1930. The deliveries in the months of February and March exceeded any months in the history of our business and, further, the acceptance of Auburn in Pittsburgh is greater this year than at any time in our history.

We have stepped from twentieth place in car registrations in Allegheny County to seventh for the months of February and March. Also, we have shown a remarkable increase, not only in unit sales, but in actual dollars and cents—and further, our advertising cost per unit sale is less than at any time in Auburn history here in Pittsburgh.

Naturally we must place much of the credit for our success this year with The Sun-Telegraph, for we have advertised the 1931 Auburn Line in The Sun-Telegraph exclusively every Sunday since the Automobile Show—and never before—as the figures above will attest—have we enjoyed such wonderful results. The Sunday Sun-Telegraph is undoubtedly the biggest and most important advertising medium for selling the Pittsburgh Market.

Believe me, we at Pittsburgh Auburn, appreciate the results obtained from your paper.

Yours very truly,

PITTSBURGH AUBURN CO.

(Signed) J. A. O'Malley,  
President.

in Pittsburgh

**Sun-Telegraph**  
PAUL BLOCK AND ASSOCIATES

It was this situation that led to the announcement on April 30 of a new set-up on hand-saws. The new set-up is based on the fact that there are hundreds of thousands of consumers who will not pay the prices that mechanics are accustomed to pay for hand-saws. These consumers are householders, apartment dwellers, farmers, odd-jobs men and others who use hand-saws only occasionally and who do not require the type of hand-saw that mechanics demand. These consumers want quality combined with price and to meet their demands Disston has brought out an entirely new line of hand-saws.

The new line bears the name Disston-Keystone. The saws will retail at \$1, \$1.50 and \$2—a price level never before penetrated by the Disston name. Incidentally, because of the market to which they are intended to appeal, the new line is made with colorful handles, lacquered in orange and black, with colored decalcomanias on the blade.

At the same time, price reductions have been announced on all Disston hand-saws for the mechanic. Furthermore, the company's hand-saw line has been simplified, the policy being to eliminate all except the best selling numbers.

#### *New Line Announced to Salesmen in March*

The new line was announced to the salesmen late in March. The announcement made special reference to a merchandising arrangement, unique in this field, that had been developed as a method of lessening the dealer's investment. The plan is really an assortment offer to the dealer and it was explained to the salesmen in this way:

"To introduce the complete line of new Keystone hand-saws to the trade quickly we have designed the Keystone Saw Sales Pack. In each one of these packs we place two of the sixteen-inch and twenty-inch saws and six of the twenty-six-inch 8-point saws. With this unit there will also be packed attractive window display material.

"The Pack contains the right number of saws of each length; a balanced unit that will sell fast. It is good for the jobber, good for the dealer and good for you and the factory. It is the only way to insure having the dealer get the full Keystone line of all three sizes with complete display material at the same time."

An eight-page insert in color was promptly prepared to appear in several business publications covering the hardware trade. The company was anxious to show this insert to its salesmen in time for them to use during their initial calls on the trade. Inasmuch as everything was being rushed through on an eleventh-hour schedule, however, it was impossible to obtain proofs of the insert as it was actually to appear in the business papers.

#### *Advance Sketches for the Salesmen*

Consequently, the company did the next best thing: It took the artist's advance sketch of the insert and had fifty copies made, in full color, by the Photolitho process. These were sent out to the salesmen with the following comment: "We went to considerable expense and labor to get this advance sketch for you, so you could show—instead of merely tell—your customers what we are doing to increase hand-saw sales. Please study all eight pages carefully, so that you can speak convincingly and intelligently when you show them to the trade. And be sure to use this eight-page sketch at every call."

The eight-page business-paper insert which appears in issues dated April 30 and May 1, announces, on the first page, the three main features of the new plan: (1) The household saws at their low prices, (2) the new prices on mechanics' saws, and (3) the simplified line of fast sellers. The inside pages of the insert take each one of these features and present detailed explanations of each. There is also one page devoted to the consumer advertising and another page devoted to the dealer helps that are being offered.

The consumer advertising also breaks around the first of May. Full pages both in black and white and in color are being used in publications that reach amateur mechanics and carpenters. General publications are also being used.

Among the dealer helps that are being furnished is an unusual cut-out. This folds to the approximate size of a twenty-six inch hand-saw and is packed in the Keystone Saw Sales Pack. All the dealer has to do, upon receipt of the pack, is to open the box and lift out the cut-out. Three saws are already mounted on the cut-out. The dealer simply removes the cut-out from the Pack, opens it up and his display, with the saws already attached, can be promptly placed wherever it will show to best advantage.

The entire plan is a development of the last six weeks. Everything has been hurried through in an effort to get the machinery of the campaign working in time for the big spring market. It is, therefore, impossible to quote any figures indicating results. The only thing that may be said at this moment is that orders from jobbers for the new line are coming in at a rate that is usually described as "exceeding the fondest hopes of the manufacturer."

#### Boat Account to Behel & Harvey

The Century Boat Company, Manistee, Mich., manufacturer of Century Thunderbolt and Sea Maid inboard motor boats and outboard motor boat hulls, has placed its advertising account with Behel & Harvey, Inc., Chicago advertising agency. Newspapers, magazines, radio-advertising and direct mail will be used.

#### Ashley Kennedy Joins Porter-Eastman

Ashley Kennedy, formerly with the C. J. Ollendorf Company, Chicago advertising agency, has joined the Porter-Eastman Company, advertising agency, also of that city, as an account executive.

#### To Represent "The Forecast" in the West

*The Forecast*, New York, has appointed F. E. M. Cole, Inc., publishers' representative, Chicago, as its Western advertising representative.

#### Advertises Fur Storage by Western Union

WHEN Milady is ready to put her furs away this summer she may consign them to storage merely by 'phoning for a Western Union messenger. It is a new service inaugurated by Wilgrist Furs, New York, and is the basis for an advertising campaign now being conducted by that company, using New York newspapers.

The fur storage business is essentially a seasonal one and the rush during the storing period between early May and the middle of June, when a large percentage of furs are stored, is such as to make the prompt picking-up of articles difficult, if not impossible. The same difficulty in maintaining prompt service is experienced in the fall when furs must be returned.

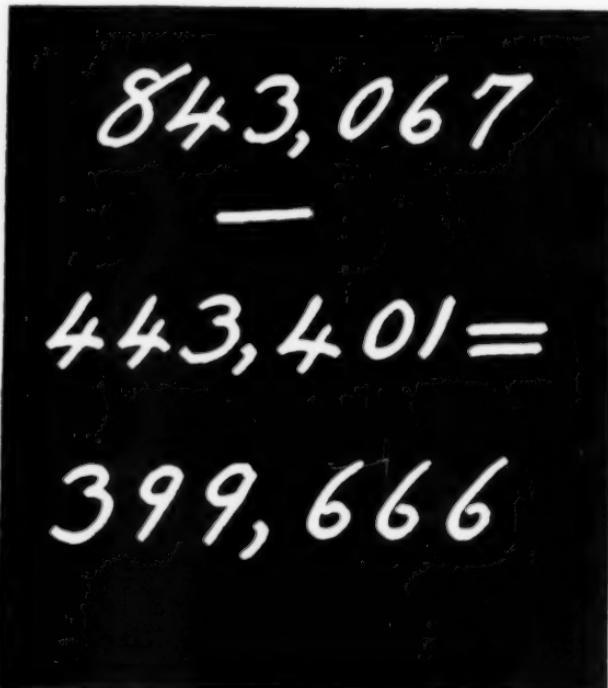
In order to facilitate its delivery system, and at the same time to provide an interesting advertising angle, the Wilgrist company has established this novel system with the co-operation of Western Union. A central telephone exchange has been installed at the Wilgrist plant where telephone orders may be relayed immediately to the Western Union office nearest the customer. Arrangements have been made with over 300 Western Union offices in Greater New York for the acceptance of furs for Wilgrist storage. Within fifteen minutes after the telephone order has been placed, the company assures its prospective customers, a Western Union messenger will call.

The messenger boy places the furs in a specially prepared container and leaves a receipt insuring the article for whatever value the customer places upon it. Further contact between the Wilgrist company and the customer is made by means of a letter, sent a few days after the receipt of the article, acknowledging its receipt and giving an analysis of the furs and an estimate of suggested repairs.

This same speedy delivery system, the company advertises, will assure Milady of an immediate return of her furs when she is ready to remove them from storage.

Apr. 30, 1931

# Some More Arithmetic



THERE are 843,067 families living in Philadelphia and its A. B. C. suburban area. Of this number, 443,401 families reside within the city proper.

CURTIS - MARTIN  
INDEPENDENCE SQUARE

PUBLIC MORNING LEDGER EVENING SUNDAY



Simple subtraction reveals that 399,666 families live in the A. B. C. suburban area.

These 399,666 families, representing more than 1,600,000 people, constitute a market greater than the combined populations of Baltimore and Boston; greater than the combined populations of New Orleans, Indianapolis, Atlanta and Cincinnati.

**What Philadelphia newspaper has 399,666 suburban circulation?**

None!

The conclusion is obvious. No one Philadelphia newspaper can give the advertiser anything like sufficient coverage of the great home-owning group of far-better-than-average income earners living in Philadelphia's A. B. C. suburban area!

The one and only way to sway this tremendous purchasing power — to obtain 100% coverage of both the city and suburbs — is through the Curtis-Martin group of Philadelphia newspapers — The Morning, Evening and Sunday Public Ledger and The Morning and Sunday Inquirer.

This 100% coverage may be had at a cost so low as to make possible and profitable the intensive effort this market deserves.

**NEWSPAPERS, INC.**  
**PHILADELPHIA**

# The Philadelphia Inquirer

# The Pineapple Paradox

What Is Going On in This Private Brand Business?

By Amos Bradbury

IT has been some time, my unseen audience, since I have been seriously perturbed about anything. I feel confident that some of you must have missed the animadversions of Amos, but the truth is I have been so busy traveling and listening quietly to the sound of a river as it moves over the stones that merchandising left me cold.

Yet something has happened recently which makes me wonder about your business, its obscurities, its paradoxes, its problems. First of all, I had a very difficult time equipping my automobile with four advertised tires. The General Tire & Rubber Company had rather impressed me with its advertising copy. I knew the company had done a good job in its service to its community, and yet I was told by an intelligent garage keeper that I was foolish to buy any tires that had a trademarked brand on them, since most of the tire companies were allowing retail distributors to sell the manufacturers' brands under their own name, and were saving dealers a lot of money in the process. I give you my word that it took some fifteen minutes of difficult negotiations to make this particular retailer realize that I wanted a trade-marked, advertised brand of tires on my car.

About the middle of March something happened that made me wonder some more about curious paradoxes in advertising. I was out visiting my wife's sister in Reading, Pa. It is quite a manufacturing city, as you know. There are some hills overlooking the Schuylkill River, fine views, a good city. My brother-in-law is a regular subscriber to the papers there. I was looking over one of the Reading papers on March 19. A nice looking, third-of-a-page advertisement for Dole Hawaiian Pineapple attracted me. In the first place, it was fine looking copy, well displayed, had a nice coupon in it

advising the readers to send to San Francisco for additional information, and contained several recipes that made my mouth water. In addition to that, I have seen Jim Dole's pineapples growing down in Hawaii. In fact it is almost impossible for any traveler to go to Hawaii without hearing about James Dole, seeing his big pineapple shaped water tank on the cannery roof as the traveler rounds Diamond Head. Tourists go out to the plantation. You also hear how James D. Dole's cousin-once-removed was Stanford B. Dole, who worked out the revolution in 1893 and even took the oath of office as president of a Hawaiian republic.

## KEYSTONE STORES

Your Neighbors      Your Friends

### KEYCO Sliced Pineapple

Packed by Dole, the World's Largest Grower and Canner of Pineapple

In appearance and flavor Keyco Pineapple is the finest that still can produce or money can buy. The slices are carefully selected so that they are always uniform in size and color, and then packed in a rich syrup of pure pineapple juice and cane sugar.

Dole cans the finest pineapple on the market, and as Keyco Pineapple is the highest grade that Dole packs, you have a double assurance of quality when you purchase Keyco brand.

Rich, ripe pineapple, dripping with golden juice. That's how Keyco Pineapple comes to your table.

Why not buy the best, when it costs no more than many cheaper grades?

### Keystone Bread

New Large Loaf 9¢

#### THIS WEEK'S "BIG 4" SPECIALS

##### Fels Naptha SOAP

5¢ each

The Health Laundry Soap that is sold only on its merits.

##### Del Monte or Keyco Sliced Pineapple

(large  
(2½ lbs.) 23¢

Your choice of either brand or this low price.

##### Peerless - Mixed Vegetables

(15¢  
can) 12¢

Twenty Different Vegetables, ready for use, in each can.

##### Gold Cross MILK

Small Can... 4¢

Tall Can... 8¢

You receive milk at a good average price.

Look for the Green Sign with the Gold Letters

## KEYSTONE STORES



# The LAST WORD *in* SALES P

**N**OWADAYS almost every well-rounded advertising plan includes a phase of effort popularly called "sales promotion."

This is printed-selling levelled not at the public but at the trade—designed to win the trade's special interest and sales support.

However ingenious and effective such effort may be, it remains subordinate to *one* influence no merchant can ignore or misunderstand.

*The last word in sales promotion, now as always, is to have customers recognize, believe in, and prefer your brand of goods.*

THE SATURDAY EVENING POST contributes that sort of sales promotion to deserving products

**THE SATURDAY**

"AN AMERICAN

THE CURTIS PUBLISHING COMPANY



# PROMOTION

in a measure not approximated by any other publication.

It has been doing it for years, for the leaders of American business, and it is doing it with record-success today!

It offers the legitimate advertiser *now*, direct and privileged entry to the minds and pocketbooks of the foremost American families—that hub *three-million-strong* which turns the *taste, thinking, buying* of the nation.

Within its matchless circulation waits that widespread public approval which can provide *your* merchandise with “sales promotion” of the most *vitalizing* kind!

## EVENING POST

INSTITUTION™

INDEPENDENCE SQUARE, PHILADELPHIA

is where the retailer puts an outsider into the competition) can be bought for 25 cents.

When I got back home I went to the Great Atlantic & Pacific Tea store in my neighborhood and asked for some Dole's pineapple. They hadn't heard of it there. They did have Del Monte and another brand which I think they said was called Price's.

I went up the street to an American Store and asked for Dole's Number 1. I have it before me as I write; eight slices packed by Hawaiian Pineapple Company, Ltd., under the name "Paradise Brand." J. D. Dole's signature is on the can as a trade-mark. It cost me 27 cents. The clerk who waited upon me at the American Store, without any prompting on my part, told me all about Dole being the biggest pineapple packer in the world and that he was selling me the last can in the store.

If I wanted any more he advised me to buy Asco, the same superior quality, produced by the same man.

When I asked the clerk his price on Asco pineapple, packed by Dole, he told me "the same price exactly, 27 cents." So I was asked to pass up the signature for no price concession.

We left Reading too soon for me to see if there really was, as the Keyco advertisement would seem to indicate, a 4-cent differential in favor of the private brand.

I've read in PRINTERS' INK for years about "advertising tie-ups" but the situation in Reading seemed something quite different to me. It looked like a merchandising paradox and I'm inclined to think it has gone far beyond pineapples and automobile tires.

How long, I wonder, is the manufacturer or producer who sells both under his own brand and private brands as well going to be content to let his private-brand merchandise compete in the next column and down the street with his own advertised brand?

My brother-in-law tells me that Keystone Stores sold more than 500 cases in one week when they told in the next column how Keyco Pineapples were packed by Dole.

I wonder how many people from

Reading clipped the coupon and sent it off to San Francisco—or how many insisted after reading the Dole advertisement, on finding a retailer who could produce his signature on the can as the trademark?

Seems to me, sitting on the outside looking in, that the manufacturers and owners of trade-marks who sell both ways are going to have quite a problem on their hands before they get through.

### New Accounts for J. J. Gibbons

The Department of Information, Halifax, N. S., has appointed J. J. Gibbons, Ltd., Toronto advertising agency, to direct its advertising. A campaign addressed to tourists will appear shortly in newspapers in Ontario and Quebec and in the Eastern United States.

The Norge Corporation of Canada, Ltd., Toronto, a division of Consolidated Industries, Ltd., manufacturer of De Forest Crosley radios and Hammond electric clocks, has also appointed the Gibbons agency to direct its advertising.

### Start Air Derby Drive for Members

The Financial Advertisers Association has started a membership drive which is taking the form of a combination air derby and endurance flight. Contestants start in their planes heading for Boston, the scene of the association's convention in September, traveling at the rate of 600 miles for every corporate member secured. Reaching Boston after securing five new corporate members, the contestant begins his endurance flight, hovering over that city.

### V. L. Thompson in New Business

Vernon L. Thompson, former copy chief of the W. A. Joplin Advertising Agency, Little Rock, Ark., and later advertising director of the Home Life Insurance Company, of that city, has joined with R. H. Carter at Little Rock in establishing an Arkansas agency for the Northwestern National Life Insurance Company, Minneapolis.

### With McCandlish

W. B. Wilson, formerly vice-president of the Parker-Brawner Company, Washington, D. C., with whom he had been for twenty years, has joined the sales staff of the McCandlish Lithograph Corporation, Philadelphia. He will cover Eastern and Southeastern territories.

### New Office for Tower Agency

The Tower Advertising Agency, Cincinnati, has opened an office at Chicago, located in the Wrigley Building Annex.



© Bachrach

CHAPIN HOSKINS

## Forbes Readers Sold Him His Job!

*Chapin Hoskins has joined the FORBES executive staff as Industrial and Commercial Editor*

Hoskins did not seek the job. We went after him. He was not looking for a job at all. He was in demand by magazines as a writer, by organizations as a speaker, by business enterprises as an expert.

But FORBES readers sold him the job!

Some time ago he started a department in FORBES—"THE \$S IN INVENTIONS"—just a modest feature. New processes, new inventions, new methods in manufacturing and industry.

It was intended as a Service—but neither FORBES editors nor Hoskins ever thought that it would find the immediate acceptance as a practical business tool that it did.

The department became a medium of contact between men who had new machines and methods and men who wanted new ideas. Eastman Kodak, Westinghouse, Crane, and other important firms are among those who use this department.

"A magazine with that kind of reader-interest, that kind of reader-confidence, is worth tying up with," said Hoskins. And he accepted.

Now he will give all his time to FORBES. He will evaluate the developments in modern life that help men manage their careers and businesses.

He will help industrialists to make decisions based upon tangible facts.

He will act as interpreter and counselor to The Decision Market of Business America.

Hoskins is eminently fitted to undertake this work. Twenty years of experience in contacting industry are his background. Schooled first at Howe in Indiana, he went to Harvard College and the Harvard Business School of Administration.

As editor of an Encyclopedia, he developed his analytical ability and his knack for research. As editor of "Factory" and "The Industrial Executive," he visited plant after plant and met many of the country's leaders.

As a writer he soon was recognized for his forceful style, his accuracy, his clearness, his breadth of vision.

Will Hays sent for him and made him his special assistant.

The National Conference of Business Paper Editors, the American Management Association, and other bodies sought his advice and asked him to speak before them.

Now he is with FORBES.

His association is another step in FORBES extensive development program.

More and more with every issue it will become evident  
that FORBES is the one publication that renders  
a real, concrete service to The Decision  
Market of Business America.

It is a publication that is not only read but used.

# FORBES

BUSINESS—FINANCE—BUSINESS OF LIFE

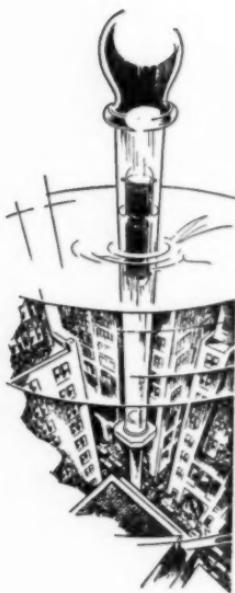
B. C. Forbes, Editor

120 Fifth Avenue, New York

Apr. 30, 1931

THE EVENING BULLETIN REACHES 91% OF THE HOMES

*It's a great year for*



# Fundamental

IT'S a great year for sound reasoning—for basic facts on markets, for fundamentals in sales planning.

It's a great year for doing obvious things, and *doing them well*.

It is obvious that *volume* sales must come from great metropolitan markets—with their thousands of retailers, their millions of people, their billions in sales.

It is equally obvious that only the *daily newspaper* gives speed, certainty and economy in reaching these great groups of consumers.

Again—it is obvious that Metropolitan Philadelphia stands out among great city markets. Because of its 572,600 homes,

OF THE HOMES IN PHILADELPHIA'S BILLION DOLLAR MARKET

its 5,860 factories, its 3,000,000 people.

But most of all! Because one newspaper—The Philadelphia Bulletin—gives *ninety-one per cent.* coverage of Philadelphia homes.

# fundamentals

Because its coverage is greater, and its advertising cost is lower than any other great newspaper in America.

Because it has grown to 560,855 net paid daily circulation without prize, premium or contest.

Because it offers, in a compact market, a billion dollar potential in retail sales.

In 1931—able sales planning, supported by intelligent advertising, can produce sales at a lower cost—in Philadelphia.

## THE EVENING BULLETIN

WILLIAM L. McLEAN, PUBLISHER

PHILADELPHIA

New York Office . . . 247 Park Avenue  
Chicago Office: 333 N. Michigan Avenue

Detroit Office . 321 Lafayette Boulevard  
San Francisco Office . 681 Market Street

# Printers

buy the magazine  
they prefer . .

**I**N these times, printers, like other business men, are searching out the best values.

On a value basis they continue to choose The Inland Printer because editorially it gives them just what they need, right now. It gets down to fundamentals.

The search of these printers for help these days does not stop with the Editorial content, but goes deep into the advertising pages.

You, too, should search out true values very carefully when it is up to you to select printing magazines for some advertising message.

If you will do this there is no doubt but that The Inland Printer will head the schedule. Whether you want Eastern, Middle Western or National circulation, you will get it with The Inland Printer—also the largest proved following of executive-readers.



**The INLAND PRINTER**

330 South Wells Street, Chicago, Ill.  
New York Office: One East 42nd Street

# 31 Restrain Your Advertising—Or It Will Be Restrained for You

Cosmetic Advertisers Are Warned That Government Censorship Is Imminent

By Eugene Forker

General Advertising Director, International Magazine Co.

A FEW weeks ago one of the executives of our company was talking to a prominent publisher about the power of advertising and what it had done for American business. The publisher said: "You are right. Look at these cigarette fellows, what they have done with advertising. Why, do you know, it won't be long before cigarettes will cure cancer."

And I might add that, judging from some of the advertising copy from the toilet goods industry that I have seen in recent months, I don't believe the time is far off when they will cure cancer with face creams.

It seems to me this matter of restraint and fairness in toilet preparation advertising is an extremely serious one. I believe the subject is worthy of your very serious consideration. I believe that unless you can restrain yourselves, one of two things is going to happen.

Either you are going to have Government censorship under the Food, Drug and Insecticide Division in Washington, or the large publishing houses in self defense will have to form a censorship bureau. I need not tell you that either of these would be bad. If we had to send every piece of copy offered us to Washington for bureau action we would be from six to nine months behind hand all the time. And certainly if we had to build a bureau of our own large enough to handle the volume of toilet preparation advertising and with enough experts on its pay-roll to really do a fair job we would have to materially increase our rates. I am certain you would not like that.

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Portion of a speech delivered at the convention of the American Manufacturers of Toilet Articles.

I am wondering if we are not rapidly coming to a formula for advertising toilet goods which goes something like this—"This product," naming any one of the hundreds that are on the market, "will make you beautiful and get you a rich husband." It seems to me that formula is wrong. In the first place, it is not true, and it needs to have nothing else wrong about it.

Twenty years or so ago there was a tremendous volume of advertising of patent medicines and this advertising engendered a huge volume of sales. Undoubtedly some of these products had merit, but their owners were not satisfied to sell for the purpose their products were originally intended. They kept branching out and claiming more wonders for their medicines, claiming they were good for every disease known to man, until they exhausted the credulity of the public to the breaking point.

I talked to the owner of one such concern last May in Canada. He was an old man. He told me of the past glories of his business, but regretfully said it was going down, down, down, largely because the public no longer seemed to believe anything that he said about it.

I am not saying that the toilet preparation business is anything akin to the patent medicine business. But I am trying to indicate that, in my opinion, your business will suffer a fate somewhat like theirs unless you exercise more restraint in your copy.

Take one classification, for instance—depilatories. Now, we recognize in the publishing business that you, as advertisers, are entitled to a certain latitude in advertising your product. We have to accord you what might be termed poetic license in speaking

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of the thing you make, but I am wondering if it is not true that when you devote the valuable white space you buy to taking a sock at your competitors, you don't hurt your whole industry.

In the case of depilatories, I wonder how many people have decided not to use them at all because of the confusion aroused in their minds by the contradictory statements you see every day in the magazines.

Certainly, such controversies in the pages of our publications do us, as publishers, a real harm. We have spent millions of dollars to build up reader confidence and good-will. And every time that confidence and good-will is undermined by the extravagant claims of an advertiser, we lose something of great value.

We have in our group of publications one magazine—*Good Housekeeping*—which guarantees every advertisement that appears in its pages. As a matter of fact, an implied guarantee applies to every advertisement which appears in the pages of any of our magazines. In other words, if an advertiser cannot or will not make good on a claim, we will make good for him, if possible, or at least reimburse our reader if we are asked to do so. And yet I hate to think what would happen if we were forced to attempt to make good on all of the statements in toilet preparation advertising that have appeared.

Toilet preparations are a necessity in modern life. Those of merit survive and prosper. But don't you think that possibly they would prosper more if they didn't sometimes try to cure cancer?

Please don't think you are the only offenders—other advertisers speak highly of the things they make. But I take it you are primarily interested in your own industry.

Of course, competition is a great thing. We have it in the publishing business and fully appreciate its benefits. Without competition industry would be a sorry mess. But even competition, desirable as it is, can be carried too far, particularly in advertising.

I don't believe you can go on painting the lily, so to speak, without a disastrous reaction. The public may be gullible—it can be fooled for a time and quite often is—but it usually catches up with its deceiver.

Advertising can make the public believe that your product is a good product and well worth the price asked. It cannot fix this belief and at the same time make the public believe that all similar products are practically worthless.

And so, I appeal to you as the heads of this great industry of toiletries, to consider well your advertising copy. Keep it fair and non-destructive. You would be examined for sanity if you deliberately bought space in which to say that all creams, lotions, powders and perfumes were the bunk. And yet, you infer that this is so when you disparage all such products but your own. And, in the long run, you are actually spending your own money to hurt yourself. Is that smart?

#### Has Coaster Wagon Account

The Coaster Corporation of America, Inc., Lannon, Wis., manufacturer of coaster wagons, has appointed Klu-Van Pietersom-Dunlap Associates, Inc., Milwaukee advertising agency, to direct its advertising account.

This agency is also handling the advertising of the Invincible Metal Furniture Company, Manitowoc, Wis. Business papers and direct mail will be used.

#### Appoints Brisacher & Staff

The Virden Packing Company, San Francisco, Campfire Brand hams and bacon, has appointed Emil Brisacher & Staff, advertising agency of that city, to direct an advertising campaign in Northern California. Newspaper, radio and outdoor advertising will be used.

#### Death of Ellis B. Usher

Ellis B. Usher, aged sixty-eight, who operated an advertising agency in Milwaukee since 1904, died last week. He was formerly engaged in publishing a newspaper at La Crosse, Wis., later becoming political correspondent at the State and national capitals.

#### Myron White with Beaumont & Hohman

Myron White, formerly in charge of the Los Angeles office of Albert Frank & Company, has joined the Los Angeles office of Beaumont & Hohman, advertising agency, as manager.

# Purchasing Power Must Be Maintained

Industry in Its Present State of Development Is Dependent for Its Prosperity Upon the Welfare of the Community at Large

By Alfred P. Sloan, Jr.

President, General Motors Corporation

[EDITORIAL NOTE: The following remarks are from the Twenty-Second Annual Report of General Motors Corporation which will be submitted to stockholders at the annual meeting on May 5. These remarks appear in the section titled "An Operating Review" and refer to "Management Policies."]

THE economic situation of practically all important consuming countries of the world during the year was materially out of adjustment. Involved as the corporation is in an important way in the business activities of nearly every country in the world, its operations were adversely affected by such a situation. There arose, as a result, unusual problems of administration and policy which had to be dealt with effectively and aggressively, if the interests of the stockholders were to be protected.

The future position of the institution, not only from the standpoint of the confidence with which it is regarded by the public, which is a measure of its good-will, but likewise from the standpoint of its future economic development, called for the most searching analysis of all problems. The ability of the management to cope with these problems and the soundness of the corporation's operating policies were put to a real test. As such conditions afford a far more effective yardstick for measuring real worth than times of prosperity, the twenty-second annual report of General Motors Corporation should be of unusual interest to its stockholders.

Previous annual reports have dealt with the methods that have been established by the corporation with respect to the operating and financial control of its world-wide activities. In the middle of 1929 there was indicated a change in the trend of business activity. A pe-

riod of readjustment was in process. Steps were taken to alter the position of the corporation in harmony with the change in trend. As progress was made during that year it became evident that the readjustment would become one of magnitude. Action was taken to readjust the whole operating organization to a basis of reduced volume, resulting in improving the present financial position and earning power of the corporation.

Certain phases of the problems which must be dealt with under such circumstances involve questions of industrial management and the relationship of capital to labor which are common problems facing industry in general. Outside of adjustments, which are more or less continuous, irrespective of times or circumstances, the corporation did not alter the wage scale during the year 1930. The standards of salary and wage scales have been maintained at the same level as during the previous year. Industry as a whole is dependent upon the purchasing power of the individual now more importantly than ever before. It is of prime importance that the spread between the cost of the necessities of life and the income of the individual should be maintained in order that there may be available purchasing power for the conveniences of life, in the production of which there is afforded employment for many.

The problem of effective balance between production and consumption was dealt with at length in the annual report of 1924 and has since been referred to from time to time. The automotive industry is particularly fortunate, due to the character of its products and the methods of distribution, in having available statistics reflecting the trend of retail sales and the state

of inventory such as may exist between the manufacturer and the consumer. The corporation's production schedules are, therefore, based upon the trend of actual consumer demand. Seasonal fluctuations in consumer demand are involved, and the trend must be judged with due regard thereto. Ordinarily, for example, about 12.6 per cent of the year's total sales pass into the hands of the consumer in the month of April, as compared with 4.9 per cent in the month of December. The bulky character of the product, the difficulty in securing adequate storage of suitable character, high carrying charges, large financial outlays, and uncertainties of forward retail demand add measurably to the difficulties of maintaining a level line of production. The corporation's policy has been, and is, to maintain production schedules and employment at as level a rate as practical considerations permit.

Industry in its present state of development is dependent for its prosperity upon the welfare of the community at large. Sound measures that will serve to maintain purchasing power on a more level line should have the support and co-operation of industry. Every effort should be made through scientific management to reduce unemployment, both seasonal and that resulting from the so-called business cycle.

### Butterick Earnings Show Large Increase

Net earnings of The Butterick Publishing Company, New York, for the first quarter of this year, amounted to \$160,160, after all charges. This compares with net earnings of \$68,932 for the first quarter of 1930, representing an increase of 132 per cent.

### Death of W. J. C. Karle

W. J. C. Karle, president of the Karle Lithographic Company, Rochester, died recently at that city at the age of fifty. He had been with the Karle company, which was founded by his father, for about thirty years.

### Has Dress Account

Fifth Avenue Modes, New York, semi-finished dresses, has appointed Kerr, McCarthy & Roberts, Inc., advertising agency of that city, to direct its advertising account. Magazines will be used.

### Foreign Trade Convention Program Ready

The Eighteenth National Foreign Trade Convention will open at the Hotel Commodore, New York, on May 27 with an address on "The World Trade Outlook" by James A. Farrell, president of the United States Steel Corporation. Following will be an address by the Hon. Wallace R. Farrington, former Governor of Hawaii.

The second session will be held on the morning of May 28. The topic will be "Relations and Trade with Latin America" with Victor M. Cutter, president of the United Fruit Company, as the speaker. Individual addresses will be presented on Mexico, Argentina and Peru.

The third general session will be held on the afternoon of May 29. Eugene P. Thomas, vice-president of the United States Steel Corporation, will speak on "European Government Attitude Toward Foreign Trade," "The Business of the Sea" and "Foreign Investment a Builder of Trade" will also be topics at this session.

Group sessions will be held as follows: *May 27, afternoon:* Group I: "Export Merchandising"—in co-operation with the Export Managers' Club of New York, "Where Shall We Export—and How?"; "Winning Markets by Jumping Hurdles," E. B. Filsinger, and "Cashing In on Export Profit Opportunities," E. M. Fisher, Fairbanks, Morse & Company. Group II: "Imports"—in co-operation with the National Council of American Importers and Traders.

*May 28, afternoon:* Group III: "Co-operation in Export Trade"—in co-operation with the American Manufacturers Export Association. Actual experiences in various industries with Webb Law export associations will be discussed. Group IV: "Credits and Credit Information." Group V: "Export Advertising"—in co-operation with a special committee of advertising managers. "The Effect of Present Economic Trends Upon Advertising Policy," Wallace Thompson, editor, *Ingéniería Internacional*. Group VI: "Foreign Trade Banking."

### Winnipeg Publication Appoints Pearce-Miller

*The Nor-West Farmer and Farm & Home*, Winnipeg, has appointed the Pearce-Miller Company, publishers' representative, as its representative in British Columbia.

E. Dorland Haight, formerly a member of the advertising staff of *The Nor-West Farmer and Farm & Home*, has been transferred to the Toronto branch as assistant to Frank Belway, Eastern manager.

### New Account to Hicks Agency

The Stroock Manufacturing Company, Inc., New York, subsidiary of S. Stroock & Company, Inc., has appointed the Hicks Advertising Agency, Inc., of that city, to direct the advertising of its women's and misses' coats.

# When You Sell the Banker

You sell an influential prospect and win a strong ally for your own dealers.

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And when you select **The Burroughs Clearing House** to do the selling you have as an ally a general banking magazine read by one or more executives in every bank in the United States and Canada. • • • •

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# *The Burroughs Clearing House*

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT



*First 6 months  
of 1931*

# **6% GAIN IN LINAGE**



**While most publishers are crying  
hard times—while most schedules  
are standing still or being cut—  
**HOUSEHOLD** has gone steadily  
forward.**





# 15% GAIN IN REVENUE

**20 large national advertisers have bought HOUSEHOLD for the first time in 1931. 47 new names have been added in the last eighteen months.**

*Can there be any stronger proof of the merit of a magazine?*



A Capper Publication • Arthur Capper • Publisher

New York  
Cleveland

Chicago  
Topeka

San Francisco  
Kansas City

Detroit  
St. Louis

Apr. 30, 1931



*Bringers of Commercial Imagination  
to American Business*

THE ADVERTISING FOR

**PEEK FREAN**  
**GENUINE ENGLISH BISCUITS**  
*and* **ALLWHEAT CRISPBREAD**



*is created and placed by*

**McMULLEN, STERLING and CHALFANT, Inc.**

250 PARK AVENUE  
NEW YORK CITY

## How 500 Dealers Were Led to Make Better Store Display

## An Adaptation of the "Week" Idea That Revolved Around the Retailer

"**S**MALL dealers are selling the same glassware that is sold by Marshall Field or B. Altman, yet people from the big towns and the little cities go to Chicago and New York and stand with open-mouthed admiration around the table settings in metropolitan stores. Our problem is to show the little merchant that he can attract the same attention in his own home town."

In thus summing up a problem which manufacturers of other types of quality merchandise face, T. C. Heisey, of A. H. Heisey & Company, concisely explains the purpose of a campaign that induced 500 dealers to bring glassware off their shelves and out on attractively set tables.

According to Mr. Heisey, there are only two profitable ways by which the quality glassware, which this company has been making for nearly forty years and advertising in class and women's magazines for twenty years, can be moved out of the dealer's store. The first is by consumer advertising; the second, by getting dealers to dress up their glassware departments. To prepare national advertising is one thing. But to stimulate dealers to do the second is quite a different matter.

"As the majority of our 3,000 accounts are small customers," explains Mr. Heisey, "and as it is these merchants who keep the factory going, our problem is very largely one of dealer education.

"We know and our large accounts know—just as such big concerns as General Electric, Westinghouse and Frigidaire appreciate—that money and effort spent on dis-

plays bring results. But the small dealer does not fully realize that if he would take merchandise like ours off his dusty shelves and put it in beautiful surroundings for a few days, the goods would sell despite hard times.



*A Reprint of This Advertisement Was Sent to Dealers with Details of the Display Contest*

"To show these dealers that the difference between their sales and the business done by leading metropolitan stores is largely due to the fact that the progressive merchant sets a table up front beautifully covered with tablecloth, candlesticks, flower bowl, flowers and a complete service of glassware—that was the task we determined to do in 1931.

"It was a rather difficult one, because the glass and chinaware industry has not been fully alert to the fact that it has (1) articles

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which lend themselves to beautiful displays, (2) merchandise which interests women when properly presented, and (3) goods which do not cost so much that they cannot be bought right now.

"There were some complications to our particular problem. Advertising funds were necessarily limited. A force of only fifteen salesmen—twelve of whom work for the factory and are located at principal cities throughout the United States and three of whom work for jobbers covering the Northwest and carry some additional jobbing lines while specializing on our glassware—meant that very little salesmen's co-operation was possible. Altogether, we would have to work very hard to get the results we sought."

At the beginning of this year, therefore, the company radically changed its advertising plans. Instead of spreading over several publications, it would use eighth-pages and half-pages in one weekly. And around the first of these advertisements, scheduled for March 14, the company would make a special drive to get dealers to set up attractive table displays during the same week. Though basically the idea was the old "week," the plan would be dressed up a little differently and put to current, practical use.

The first step was to send a letter to the 3,000 merchants who buy Heisey glassware, to ask them to mark March 14 on their desk calendar. This letter, sent out about six weeks before the national announcement, was merely a teaser. A week later, a reprint of the March 14 advertisement was mailed to the same dealers with a letter giving details of a contest for the best displays. This letter read in part:

*You Never Had  
A More Important Letter!*

Three millions and more people will get a special invitation to see fine Heisey glass in the nation's stores, March 14th and the following week.

A copy of the invitation is enclosed. In your own city, this invitation will be read by hundreds and, in many cases, thousands of your own customers. It will impress them with your progressive-

ness, if you prepare a Heisey window and a special table display for March 14th.

Plan now a tasteful table in a prominent spot in your store. Added publicity may be secured by having some lady of local reputation as a hostess set the table. A window display of Heisey Glassware will serve to remind your customers of the exhibition inside.

It's your opportunity! Don't put it aside. Go along with it, cash in on its assistance to you, make March 14th your BIG GLASSWARE DATE.

Seven days later another letter was mailed, citing the advantages to be gained by the merchant in co-operating with this plan. Then, a week later, the company's house publication went out, filled with photographs which showed table displays of glassware, illustrating how effectively to display this glassware. Early in March, the final letter went out.

Concurrently with this, a Western Union night-letter was sent to call final and impressive attention to the merchandising plan.

"Throughout the campaign," says Mr. Heisey, "salesmen were co-operating and lending their efforts. But when it is remembered that there are many stores in the smaller towns that our salesmen reach only twice a year, it is evident that principal dependence for the success of the campaign had to be upon the direct mail.

"No effort was made to get dealers to order or to display a certain pattern of our glassware. On the contrary, they were urged to display a complete table setting of any Heisey line that they had in stock. This had an appeal in that it involved neither extra purchases nor waiting for deliveries.

"Results far exceeded anticipations. Just how many dealers actually displayed during the week we cannot say with accuracy. I believe we had nearly 500, as reported by salesmen. And these dealers, by and large, expressed themselves as pleased with the results, especially in view of the fact that this was our first attempt at any concerted action of this sort from our trade.

"Though we made no drive to force up sales for the event, many of our dealers did send in orders

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in anticipation of the tie-in. Our order department today has more orders on the books than at any time since 1929. An extra furnace has been started to take care of the sales demand. In fact, the idea went over so well that we shall use it again in November with the expectation that, due to its success the first time, it will go over twice as well in the fall."

### "Miss" or "Mrs."? Suggests "Mssrs."

PHILADELPHIA, APR. 15, 1931.

*Dear Schoolmaster:*

A recent issue of PRINTERS' INK cries aloud—and certainly such an appeal should be allowed—for a title suitable for unmarried and/or married women, comparable to the title "Mr." for men. (Who, indeed, cares whether or not a man is married?)

Mrs., as your dictionary will tell you, is merely the abbreviation of Mistress (with the good, not the bad, connotation!—"A hair perhaps divides the false and true"). Miss, obviously, is the diminutive of the same word.

Mr., of course, is merely the abbreviation of Master.

Now, following the analogy of many other derivations in our Anglo-Saxon speech (English and German), it is perfectly logical to invent the word *Mastress* as a woman's title which is not concerned with her marital or moral status. *Mastress*, it seems to me, could well be abbreviated, *Mssrs.*

Yesterday I spent some time and fifty cents of perfectly good money on a telephone call to New York to find out whether I should address a certain person, on a business contact, as Miss or Mrs. If I had addressed her as Miss when she is Mrs., she would probably have been offended because I would seem to be implying that she couldn't get her man; if I had addressed her as Mrs. when she is Miss, she would probably have been offended because I would seem to be implying that more years sit upon her shoulders than she likes to acknowledge. If I could have addressed her as *Mastress*—*Mssrs.*—she wouldn't have known what I thought, and I would have saved considerable time, and fifty cents.

RALPH B. MILLER.

### W. L. Stensgaard Starts New Business

W. L. Stensgaard, for three years sales manager of the Montgomery Ward & Company retail stores and before that with the Stewart-Warner Corporation in charge of dealer-help activities, has established a new business at Chicago under the name of W. L. Stensgaard and Associates. This is a research and counsel service on matters of merchandise presentation at the point of sale, including the production and distribution of display plans and materials. Offices are in the Merchandise Mart.

### Selling Apartments over the Counter

How often has the weary homeseeker, after long, futile days of wandering, wished fervently that he might do his apartment shopping over the counter? Sampling in the apartment house field has hardly seemed logical. Yet a sampling idea has been put into effect in New York, by the simple method of grouping a number of typical apartments under one roof. Here the prospective tenant may shop in leisure and comfort. The Apartment Shop, located in the city's shopping district, has been established by the Mandel organization, builder and manager of apartment houses in New York.

The Apartment Shop, which occupies a ground floor and basement, includes in its samples five different apartments. Each one is an apartment that may be duplicated in one of the buildings operated by Mandel. The apartments have been reproduced in actual detail and in full size, and each is furnished throughout.

The advertising and sales effort of the company, formerly directed toward luring the prospective tenant to one particular building, may now be concentrated upon its model apartments. "Pick out the apartment you like," reads a newspaper advertisement, "and we'll set it down in the location most convenient for you."

The success of this venture in "sampling apartment houses" seems evident. A thousand-line advertisement announcing the new idea, brought over seven thousand people to inspect the exhibits on the first day.

### Chicago A. N. A. Group to Discuss Sponsored Films

The subject of sponsored motion pictures will be considered by the Chicago Group of the Association of National Advertisers at the next meeting, which is to be held on May 19 at the Stevens Hotel. There will be a special showing of several of the new sponsored films, to be followed by a general discussion of the subject.

Joseph M. Kraus, advertising manager of A. Stein & Company and chairman of the group, will preside.

### R. A. Stevens Advanced by Fitzgerald Agency

R. A. Stevens, who has been in charge of the New York office of the Fitzgerald Advertising Agency, Inc., New Orleans, has been elected vice-president of that company.

### J. I. Wheaton, General Manager, O'Flaherty's, Inc.

John I. Wheaton has been made general manager of the business and plant of O'Flaherty's, Inc., New York, electrotypes. He succeeds John A. Sullivan, who died recently.

# What's Sauce for the Goose—

A Hunch That Bent Back on Itself

By S. K. Wilson

Of the Newell-Emmett Company (Advertising Agency)

**P**RUNE that vocabulary when you're addressing the mass market. Man in the street has fewer than 2,000 words — and most of them monosyllables. Write down to the—er—proletariat. Moronize your message. Newspaper advertisements that use anything but primer words are squandering circulation. Even in magazine copy watch your hock-action. And as for posters—!

Familiar sound to all that. A vein of technic mined by nearly all copy chiefs and some clients. Eighteen-carat Golden Texts. But how—yes, the question has contracted many a pair of aggressive shoulders—how *measure* this mass mind? How far down does vocabulary have to dip? May an advertising writer take any verbal liberties at all in the not unnatural desire—a desire, indeed, that obeys a pressing competitive need—to do something "different," to paint his picture a little higher or a little warmer?

The question is admittedly no set-up. But wouldn't you say that the tabloid newspaper is a pretty good yardstick? That any words you find in the tabloids are safe for advertisements? Fairly certain, isn't it, that the editors of these papers aren't overshooting the intelligence of their audience? They must reach the "bottom of the triangle," too. And since tabloid circulation suggests that they do just this, why aren't these columns a first-rate vocabulary model for the mass-market advertising executive?

Well, let's go on from there. It would seem that the most cursory investigation would complete the circle . . . would reveal the utter stark simplicity, the almost fanatical monosyllables, of the tabloid vocabulary. But you might skim the appended list of forty words culled from here and there in a

single issue of a New York City tabloid that runs over a million copies. Some of these words would look uncomfortable in the advertising columns. Some, of course, seem to be a little on the technical side. But, anyhow, here they all are in the people's own paper, and they're transplanted to this page for what they may suggest to the copy critic who hopes he knows his "morons."

alleviation	fomenting
archaic	frustrated
axiom	Galahad-like
bathabara	genus
beclouded	(in headline)
castellated	gestation
chatelaine	hysteria
(in headline)	incontrovertible
clandestinely	incrustations
comportment	komatics
couturiers	meted out
creatrice	nutritionist
crises	occult
derogation	peplum
desry	pontifical
diametrically	procrastinators
disaffection	scenically
edible	shallots
exotic	tirade
fiasco	tribunal
finale	(in headline)
(in headline)	vagaries

## Nash Motors Elect C. H. Bliss Vice-President

C. H. Bliss, general sales manager of The Nash Motors Company, Kenosha, Wis., has been elected vice-president and director of sales of that company. In his new position, Mr. Bliss, who has been identified with Nash since its inception in 1916, will continue in full charge of sales work.

## Adds to Duties with Chrysler

Cliff Knoble has been appointed director of advertising of the Chrysler Sales Corporation in addition to his duties as director of advertising of the parent company, the Chrysler Corporation.

## "The Pilot" Moves

*The Pilot*, formerly published at Los Angeles, has moved its general offices to the Grand Central Air Terminal, Glendale, Calif.

*Ruth Waterbury  
says to me*



**Y**OU ask me if I have a definite editorial policy for SILVER SCREEN.

**Yes, sir, I have—as follows:**

*Continued on next page*

**FIRST: SILVER SCREEN believes in news.**

It believes nothing is so interesting to the public as a fact, and that no fact is more interesting, or half as colorful, as a fact about Hollywood.

**SECOND: It believes in brevity.**

It believes the public is getting constantly more visual minded and therefore doesn't want to wade through wordy essays on anything. So its news is kept short and snappy—news notes held down to a hundred words apiece, or less—feature articles to 1,500 words at the longest.

**THIRD: It believes in beauty.**

To that end, its standard on photographic art is kept very high. As a choice between more and poorer pictures or less and better, it chooses the latter.

In layout, it is endeavoring to follow the best modern principles—which mean, it believes, simplicity, clarity, and the elimination of cluttering detail.

**FOURTH: It believes Hollywood is the last outpost of romance and will always endeavor to reflect the romantic aspects of the film colony.**

This will not make for an emasculation of its news aspects or the coy, sugary statements of the professional interviewer.

But it will glorify the rags-to-riches rise of the average star; the conquest-over-obstacles of the average personality—and enjoy it as much as it believes the general public enjoys the genuine story of success.

**FIFTH:** It believes that movies have significance, both international and national and will try to reflect this significance without going highbrow about it.

It will print, from time to time, the less known stories behind pictures; the sums invested in them; the amounts of their earnings; the real value of their education.

For SILVER SCREEN is convinced that movies sell beauty, refinement and luxury, not only in terms of creating a "consciousness" of these things, but in actual response, in terms of better homes and furnishings, better clothes and much better personal grooming.

**SIXTH:** It feels that there is an untouched field for motion picture magazine circulation.

It feels—and it hopes it may be pardoned if presumptive—that too many publications of its character have been edited entirely for the shop girl and her kindred sisters and that, desirable though they may be, they are not a true reflection of the real motion picture goer in this country.

The movies have the unbelievable average attendance of 90,000,000 people a week in this country.

Analyzed, that means that there is no exclusive attendance of movies; that everyone goes, with, obviously, the great middle class predominating.

And the great middle class in America has proven itself no moron, and with small taste for moron appeal. It wants better things and more intelligent points of view.

SILVER SCREEN will attempt to reach this class and the intellectual standard of the editorial content will be so adjusted.

#### THOSE ARE ITS PRINCIPLES.

Written down this way, they sound much more formidable than intended.

And really, though they form the skeleton, SILVER SCREEN hopes all they will present to the world will be a charming personality. It hopes to be amusing and gay; informative and romantic; smart in appearance and pertinent in content.

In fact, it hopes it may even be a civilized publication, but it firmly remembers what the late lamented Sid pointed out—that do what we will, our brows slope gently downward—and that we might as well take that gaily, too.



*The editorial content alone in seven months made possible this figure.*

Silver Screen and Screenland form the Screenland Unit having the largest newsstand sale in the moving picture field.

A guaranteed 700,000, 95% newsstand, for \$1,300 per black and white page.

**G E O R G E W. Q U I G L E Y**  
*Advertising Director, Screenland Unit*

45 West 45th Street

New York, N. Y.

# Is Competition Getting Out of Hand?

Trying Times Call for More Intelligent and Active Co-operation Not Less

Based on an Interview by Roy Dickinson with

**John Benson**

President, American Association of Advertising Agencies

ONE session of the convention of the American Association of Advertising Agencies now meeting at Washington will include a frank discussion of competition among various factors in the advertising and publishing world. In the belief that this subject is most timely as well as of broad general interest to all industry, I asked John Benson, president of the Association, to give me his general ideas on the subject in its broad applications. What follows is my angle on his thoughts.

In every line of business unbridled competition has come in at a time when active co-operation among leaders is essential to lift business out of the depression. When strong trade associations, able to speak for and lead whole industries, are needed as never before, many of them are being weakened by crippling, cut-throat competition. Some organizations, formerly active in upholding the hands of the strong associations in their field, are being weakened by withholding of financial support now because of the depression. If there was ever a time when sound, well-managed trade associations should receive united support it is the present. The thought in any business that a few individuals can go ahead at the expense of an industry, is foolish. That is not quite so dogmatic as it sounds, for when a few men do profit financially, it is often at the expense of sound values which it has taken years to build up.

At a time when the whole country is groping for a way out, the trade association should be kept in a strong financial and policy position to promote the sort of leader-

ship which puts permanent gain ahead of any temporary advantage.

Business must regulate itself from within each industry under the guidance of progressive leaders in close co-operation, or as past history and present common sense both indicate, it will certainly be controlled from without, and nobody wants that.

Constructive competition in the past was truly called the life of trade. Unbridled and uncoordinated competition, intensified under stress of depression, may be the death of the trader.

Attempts to get business at any cost and in any way have led to uneconomic and unethical practices, which unless moderated threaten to put all business back to the dark ages in industrial strife.

## *A Matter of Being Safe—Not of Being Good*

It isn't only a matter of being good. It has been proved often enough and it is clear as crystal now that sound business ethics is also the soundest sort of economics. It isn't a matter of being good. It is a matter of being safe.

For years sociologists wrote and talked about the need for a wage high enough to keep mankind above a mere subsistence level. But it wasn't until management began to realize that wages are purchasing power as well as outgo that high wages came into being.

The care of employees' health, proper factory ventilation and lighting received their big impetus, not because business wanted to be sweet and good but because they brought better returns. It is high time business applied the same en-

lightened selfishness which is merely common sense to the evils of ruthless, unsportsmanlike and wasteful competition.

What is generally true of all business is true in the business of publishing and advertising. Against the broad background of the commonweal we can and should see the shortcomings in our own businesses.

Education and more careful thought are needed in the jams which come close to every one of us, in publishing and advertising.

There is too much competition among mediums for circulation at any price, no matter how secured. There is too much destructive competition between mediums. It is about time that some restraint and a better co-ordinated effort were employed.

In a business as promotive as ours there always will be competition but it should be kept within limits which protect the business as a whole.

A man coming into an office to seek to displace an individual in an organization by making insinuations about his ability would be shown the door. A man selling merchandise, on the other hand, is allowed a good deal of leeway if he isn't actually dishonest. A man selling the service of advertising may have a little more leeway than the one after the job, but he should have less leeway than the man selling merchandise.

A man in the close relationship of an advisor to another certainly should be protected against unethical competition, remembering always that in the long run good ethics is good economics.

Every individual knows in his own heart when his aggressive competition is the sort of constructive competition which for years has built progress in every industry, and when it is the destructive sort which undermines the foundations of the business.

In this trying time when business revival awaits real leadership, let each industry recognize its own responsibility to build such leadership by intelligent co-operation based on a more enlightened selfishness.

### Now E. H. Dickinson Advertising Company, Ltd.

Kent-Dickinson, Ltd., Toronto, poster advertising, will hereafter be known as the E. H. Dickinson Advertising Company, Ltd. E. H. Dickinson, at one time with the Canadian Street Car Advertising Company, Ltd., Toronto, is president and manager of the company. H. W. Fleckney is secretary-treasurer.

### Appoints Milwaukee Agency

The Old Line Life Insurance Company of America, with home offices in Milwaukee, has appointed Klau-Van Pietersom-Dunlap Associates, Inc., advertising agency of that city, as its advertising counsel. Newspaper, rotogravure and farm paper advertising will be used.

### Heads Minneapolis Office of David, Inc.

F. Van Konynenburg has been appointed manager of an office which has been opened at Minneapolis by David, Incorporated, St. Paul, Minn., advertising agency. The new offices are at 717 First National-Soo Line Building.

### Appoint Winternitz, Bissell and Cairns

The New York Pattern Company, paper patterns, and the Spencer Corporation, cotton goods, both of New York, have appointed Winternitz, Bissell and Cairns, advertising agency of that city, to direct their advertising accounts.

### Joins Ben C. Pittsford Company

Edward J. Sachem, formerly with the advertising department of the Commonwealth Edison Company, Chicago, has joined the Ben C. Pittsford Company, advertising typographer of that city.

### To Direct Sales, DeForest Crosley, Ltd.

E. M. Bassingthwaite, formerly manager of the merchandising division of De Forest Crosley, Ltd., Toronto, manufacturer of radios, has been appointed general sales manager.

### Appoints Tandy Agency

The Canadian Bank Note Company, Ottawa, Ont., has placed its advertising account with The Tandy Advertising Agency, Toronto.

### New Business at Wenatchee

The Cline Advertising Service is the name of a new advertising business formed at Wenatchee, Wash., by Winfield E. Cline.

## Should Recipe Booklets Be Sent Free?

THE CAPLES COMPANY  
CHICAGO

*Editor of PRINTERS' INK:*  
Can you give us any information  
on the following subject:

What has been the experience of  
food advertisers in distributing by  
the coupon method a free recipe  
pamphlet as compared to a more ex-  
pensive booklet for which some  
charge is made? How have the in-  
quiries for the leaflet compared to  
the number of coupons returned for  
the booklet for which the charge is  
made? What has been the relative  
cost to the advertiser? What is the  
concensus of opinion from advertis-  
ers who have tried both methods?

THE CAPLES COMPANY.

THE concensus of opinion among  
food advertisers is best answered  
by their actions.

We recently made a survey of  
food advertising in women's maga-  
zines to determine the proportion  
of advertisers giving free booklets  
as compared to those charging for  
booklets. There were thirty-eight  
food advertisers featuring booklets  
and out of this number only  
six make a specific charge. Further  
examination demonstrated that in at least two instances ad-  
vertisers who several years ago  
were charging at least 50 cents for  
recipe material today are offering  
only free material.

The largest charge, 20 cents, for  
a single booklet was made by General  
Foods in its advertising for  
Swans Down Cake Flour. The  
Northwestern Consolidated Milling  
Company had a 25-cent offer, but  
this included a recipe book, a sam-  
ple and a child's painting book.  
The Joseph Burnett Company, The  
American Kitchen Products Com-  
pany, The Quaker Oats Company  
and the Corn Products Refining  
Company all made a charge of 10  
cents, the American Kitchen Products  
offer including a sample.

It is interesting to note that al-  
though one General Foods sub-  
sidiary, Swans Down, featured a  
charge offer, four others of the  
company's subsidiaries mention  
only free offers.

Experience of food advertisers  
has shown pretty conclusively that

they can increase the number of  
inquiries (often greatly) by offer-  
ing a book free instead of charg-  
ing for it. Several years ago a  
number of advertisers featured  
recipe files for which a fairly stiff  
charge was made. Another ad-  
vertiser pushed a loose-leaf book  
to which was added a recipe ser-  
vice that consisted of new recipes  
sent to consumers at regular inter-  
vals. The service was free but the  
loose-leaf book was charged for.

None of these advertisers today  
is offering either recipe file or  
loose-leaf booklet. They have  
discovered that they can build  
profitable inquiries with cheaper  
material sent free.

It is difficult to answer conclu-  
sively the question of the relative  
cost per inquiry of a free book-  
let against one that is sold. Ad-  
vertisers' experiences conflict and  
there are numerous outside factors  
which affect definite conclusions.  
It would seem, however, from the  
trend of food advertising today  
that most advertisers believe the  
free booklet the better investment.

There are two chief reasons for  
charging for recipe booklets. The  
first is that if a charge is made  
the advertiser can give the pros-  
pect a much better booklet than  
he could afford to give if no charge  
is made. (A number of success-  
ful advertisers maintain that it is  
not necessary to give an elaborate  
booklet and therefore they do not  
make a charge.)

The second reason for selling a  
booklet is that it keeps advertising  
material out of the hands of  
"collectors," children, inmates of  
old ladies' homes, lonesome lovers  
and all others who like to get mail.  
A few years ago many advertisers  
convinced themselves that there  
was great waste in distribution of  
booklets to this class of prospect  
and took elaborate precautions to  
keep material out of their hands.  
Investigation, however, has proved  
that often the so-called curiosity  
seekers are good prospects, partic-  
ularly the children, who read the  
booklets and then turn them over  
to their mothers. There is less  
talk about this type of waste than  
there was several years ago.

Perhaps one of the contributing

ADVERTISERS NOTE  
IMPORTANT

Mr. V. J. Reveley

*Governing Director of*

ERWOODS, LTD.

30, 31, 32 FLEET STREET  
LONDON, E. C. 4, ENGLAND

the well-known and old established international advertising agents, responsible for handling a number of American advertising accounts in various parts of the world, will be in New York from May 12th to 20th.

Advertisers and agents wishing to consult him with regard to overseas markets should write to

V. J. REVELEY  
c/o Millsco Agency, Inc.  
One Park Avenue  
New York

# Do You Know—

—**What a Sales Merger Is?** For a great many manufacturers it will solve the "high cost of distribution," because in actual practice it has slashed sales costs 50 per cent! We predict for the sales merger that it will be the remedy to cure the mounting sales costs of today and tomorrow.

The sales merger, what it is, how it is used today, is explained by a sales manager who has been experimenting with it for ten years.

—**What the Louisville Grocery Survey Accomplished?**

Here is a survey of the utmost importance to every manufacturer. It doesn't make any difference what the business—this survey found out things that apply to that business. Why has it received comparatively little attention? The findings, perhaps the most important ever dug out by the Government, are too often dismissed lightly because they emanated from the grocery field. To so dismiss them is short sighted. Hugh Foster, who interprets the survey in the light of today's conditions, tells why.

—**What the Duties of a Branch Manager Are?**

Walter F. Wyman, general sales manager of the Carter's Ink Company, tells what a branch manager *should be*, what he *should do*, what he *should not do*, and defines his position from the standpoint of the Home Office. This article is one of the best that has ever appeared on the status and functions of the branch manager. Policies in general management and structural efficiency in management are part of this interesting study.

—**How to Face a Cut Appropriation?** The president of an advertising agency suggests methods that may be useful. They are extremely common-sense things to do—which, at times, are the last things considered. Both angles are considered—the advertising agent's and the manufacturer's. The facts as presented are worth thinking about.

- How to Design Your Package from a Production Standpoint? There are lots of "arty" and beautiful packages on the market, but in many cases their productive costs are prohibitive. Why? It is answered in an article that tells of the mechanical difficulties in the manufacturing of packages. It tells how good design and cheap production costs may go hand in hand. It tells what to do and when to do it. If you have a package in your business, read this article.
- Wrigley Broke All Sales Records in 1930? The facts are presented in an interview with P. K. Wrigley, who doesn't tell just *how* it was done, because you probably aren't in the gum business, but he does tell about certain things that the company avoided doing.
- The Art Directors Club of New York is Now Holding Its Annual Exhibition? This is the tenth show. Hence, a milestone has been passed. For better, or for worse? A criticism of the show is contained in this issue. Pictures of the medal winners are included.
- Pretty Girls Still Sell Merchandise? In spite of the fact that we have become sophisticated about advertising, pictures of dimpled cheeks and knees still pull them in. Look at the huge cut-outs in windows, the magazine covers and the "keep kissables" in the newspapers. And the moral is, —but do you need one?
- These Articles Appear in the May Issue of Printers' Ink Monthly? All helpful, all timely—some ahead of time—broad in scope and interest. And that finishes up this ad. We don't have to sell you on this book. The facts are above. The articles make the best selling copy ever written.

factors to the present trend toward free booklets is the business depression. We believe that this has had some effect. On the other hand, talks with food advertisers show pretty convincingly that even if

there were no depression there would be a decided trend toward free booklets. As a matter of fact, the trend was already well established in 1929.—[Ed. PRINTERS' INK.]

## What Groucho Says

The Prodigal Returns

**S**AY, who do you think blew in without notice? Old Gent. Treas., himself. Month before he was due. Got psychic and telepathed himself some wicked wastage going on in our shop. Something told him we'd hired a new accountant and we had. Know anybody wants a bang-up accountant?

Gent. Treas. is a changed man. Oh, no, not that way. He's tighter than ever—so much more of the same that he seems different—been playing with francs so long he thinks a dollar is a young fortune. He has a more roguish or rakish look, too, but that doesn't mean anything in business hours. I'll bet he *almost* married several French girls. Confessed to me he'd gambled a bit and was about six thou ahead. Dollars? No, francs. Doesn't see why he should mention 'em in his income tax, money earned abroad with no help from U. S. Government.

Felt much better, he says. Decided that his fear of the poor-house was not a disease anyway, but a rare and valuable trait and so he'd quit worrying about it. That calmed his nerves completely. Got home just in time to kill a house advertising proposition. Then he knew that his psychic premonition was real.

Great admirer of the French at their worst which means when they hoard five centime pieces instead of promoting. Says that a reasonable man can down a reasonable amount of liquor in France without financial ruin, but here he's for prohibition.

Discovered one thing, Gent. Treas. has, namely that heretofore he's been a spendthrift on salaries and company expenses. Told about a factory he saw abroad

where they make sixteen things out of an apricot, and even distill the flies and roaches which they catch on the premises and make something of them. That's the way to do business according to Gent. Treas.

Skippy heard this and said: "Good Lord, man! You don't belong in advertising, you ought to be in the reclamation of garbage!" Gent. Treas. didn't like it, and Skippy better beware. He'll remember that remark as long as Skippy is in sight.

Foreign travel is liberalizing? Forget it. Bat around and look at the world and you come back three times as much the same kind of a guy as you were before, at any rate this financier of ours worked it out that way. He just spent several days in the checking department, went over the whole system, made a change which puts more work on the call boy and is saving the firm something like 42 cents a week. What he'd do to reps and copy stars if Boss would let him—Oh, boy!

But! I took him to dinner first night, and he told me of an episode in which he was a bold bad boy, so I've got something on him. He just had to show somebody that he could be a regular devil, on occasion. No, it wasn't very tough at that, but it's no story to tell about a pillar in his kind of church. Yep, it had to do with women and wine, and blackmail. I think Gent. Treas. had the psychic message to come back just about the time it might worry him a bit to stay.

Anyhow, the office cleaners have begun to salvage wire clips from the waste paper baskets, an idea he picked up abroad.

GROUCHO.

## Death of Colonel Ewing

**C**OLONEL ROBERT EWING, newspaper publisher and Democratic leader, died at New Orleans on April 27. He was in his seventy-first year and, despite the fact that he was recuperating from



an illness, attended the publishers' convention at New York, last week. Colonel Ewing, for years, had been an active and colorful personality at these gatherings.

As an instance of the deep respect in which he was held by fellow-publishers, the board of directors of the Associated Press at its 1930 annual meeting, adopted a resolution recording their regret that the precedent of electing a new vice-president every year prevented the re-election of Colonel Ewing. This resolution paid tribute to the contributions which he had made to the strengthening of the association.

Colonel Ewing was publisher of the New Orleans *States*, the Shreveport *Times* and the *World* and *News-Star*, both of Monroe, La. He started work at the age of twelve as a telegraph messenger, in 1887 becoming telegraph editor of the New Orleans *States*. He assumed the assistant business management in 1893 and, five years later, was appointed business man-

ager. He became publisher in 1900 and took over publication of the Shreveport *Times* eight years later.

Civic affairs and politics were interests to which he devoted much time. A powerful political influence in the South, he crossed swords with Governor Huey P. Long, United States Senator-elect from Louisiana. They engaged in a bitter feud, influencing the unsuccessful attempt of the Governor to harass newspapers with legislation which led to nation-wide condemnation on the part of publishing and advertising interests.

Colonel Ewing was president of the Southern Newspaper Publishers Association in 1927-1928 and chairman of the board, the following year.

He is survived by five sons, four of whom are associated in the management of his newspaper properties. One son, Robert, Jr., is an attorney at New Orleans; James Lindsay is manager of the *States*; John Dumbrack is associate publisher of the Shreveport *Times*; Toulmin H. is assistant manager of the *Times*, and Wilson is advertising director of the Monroe *Morning World*.

## American Airways Appoints Porter Agency

American Airways, Inc., has appointed The Porter Corporation, New York and Boston advertising agency, as advertising counsel for all of its divisional transportation companies.

These air lines include Colonial Airways; Universal Air Lines, Inc.; Embry-Riddle Company; Southern Air Fast Express, Inc.; Southern Air Transport, Inc.; Interstate Airlines, Inc., and Alaskan Airways, Inc. The Porter Corporation has been handling the Colonial Airways account.

Newspapers will be used in all the cities served by the American Airway divisions.

## New Radio Business at New York

The Annenberg-Cherwin Company, Inc., has been formed at New York for the handling of radio programs. Headquarters are at 220 East 42nd Street. Ivan M. Annenberg and Richard Cherwin are partners in the new business. Studios have also been established for the production of electrical transcriptions. Mr. Annenberg previously had been with *Liberty*, in charge of circulation. He is a son of Max Annenberg, now general manager of the Detroit *Daily Mirror*.

## Insurance Advertisers Appoint Committee Chairmen

The following committee chairmen have been appointed by Chauncey S. S. Miller, president of the Insurance Advertising Conference: Life group, Robert G. Richards, Atlantic Life Insurance Company, Richmond, Va.; fire group, Harold E. Taylor, American Insurance Company, Newark, N. J.; casualty group, Leo A. Welsh, United States Casualty Company, New York; Canadian, Eustace A. Brock, Great-West Life Assurance Company, Winnipeg.

Other committee chairmen are: Stressing "Safety" in Advertising Copy committee, C. E. Rickard, Standard Accident Insurance Company, Detroit; standards of practice committee, L. F. Tillinghast, Great American Indemnity Company, New York; press and publicity, Frank J. Price, Jr., Prudential Insurance Company of America, Newark, and finance, Henry H. Putnam, John Hancock Mutual Life Insurance Company, Boston.

## Appoints Toronto Agency

The Lang Shirt Company, Kitchener, Ont., has placed its advertising account with the Sanagan-Pepler Advertising Agency, Toronto.

Max Forman, formerly with Artcolor Displays, has joined the sales staff of the Alliance Printing Company, Inc., Philadelphia.

## Now "Hotel World-Review"

*Hotel Review* and *Hotel World*, formerly published in combination by the Ahrens Publishing Company, New York, will hereafter be published as *Hotel World-Review*. The former *Hotel Review* will appear as the Eastern edition of the *Hotel World-Review* and the former *Hotel World* will appear as the Western edition of the combined publication.

## To Represent "Florida Farm & Grove"

*Florida Farm & Grove*, Tampa, Fla., has appointed the Edward F. Wright Company, publishers' representative of New York, Chicago and St. Louis, as its national representative.

## Appoints Campbell-Sanford

The Sozonian Vault Company, Bucyrus, Ohio, has appointed the Campbell-Sanford Advertising Company, Toledo, to direct its advertising account. Business papers, direct mail and national mediums will be used.

## George Hands with "Woman's World"

George Hands, formerly with *Modern Priscilla*, has been placed in charge of the New England territory of *Woman's World*, Chicago.

# AIM AT

Wherever English is spoken there is a market for your goods—and Punch will reach it for you. Letter after letter reaches Punch office to prove that Punch permeates throughout the civilised world, to be read everywhere from cover to cover, to be trusted everywhere like an old friend. Put this power, this prestige, behind your goods, your services. Plan now to advertise in Punch. Write to Marion Jean Lyon, Advertisement Manager, 10 Bouverie Street, London, E.C.4, England.



# WITH PUNCH

## Squibb Dealer-Stockholders Broke Records in 1930

**O**N April 14, Carleton H. Palmer, president of The Squibb Plan, Inc. (a plan of stock ownership by dealers described in the May 22, 1930, issue of PRINTERS' INK) spoke to the assembled Squibb dealer-stockholders as follows:

"During 1930, the number of druggists participating in this profit-sharing plan was increased almost two and one-half times. Plan members increased their direct purchases of Squibb products, in 1930, by more than 32 per cent over their corresponding individual purchases in 1929. Squibb Plan members not only made their usual profit on the sale of Squibb products, but they participated in the Squibb profits made on their individual purchases. In the year 1930, these profits yielded to the subscribers an average of 28.3 per cent on the amounts paid in on their investment in the Distributors Preferred Shares."

And by way of conclusion:

"We are pleased to advise you that the year 1931 has opened with every promise of being another record year, both in sales volume and in profits."

### With Woodward & Tiernan

Lynn Gratiot is now with the Woodward & Tiernan Printing Company, St. Louis. He was formerly with Beecher-Cale-Maxwell, Inc., advertising agency of St. Louis.

### Joins San Francisco "News"

Gerald R. Phillips, formerly advertising manager of the Petaluma, Calif., *Argus-Courier*, has joined the national advertising department of the San Francisco *News*.

### Appoints Bloomingdale-Weiler

The Hotel Adelphia, Philadelphia, has appointed the Bloomingdale-Weiler Advertising Agency, of that city, to direct its advertising account. Newspapers in the larger cities will be used.

William R. Craft has started an advertising business at Cleveland under his own name. Offices will be at 1624 East 82d Street.

## GOOD COPY

**will help any sound business.**

**Uncle Henry Wilson used to say, "If I owned a business which could not advertise, I would advertise the business for sale."**

## HAWLEY ADVERTISING COMPANY Inc.

**95 Madison Ave.  
New York City**

Apr. 30, 1931

## "The Life of the Party" Is Not Original

HOFFMAN BEVERAGE COMPANY  
NEWARK, N. J.

*Editor of PRINTERS' INK:*

Charles Walz, our general sales manager, has called to my attention that in your issue for April 16, 1931, page 108, there is an inquiry from the Mayers Company, Inc., of Los Angeles, Calif., concerning the slogan "The Life of the Party."

Your answer to this inquiry indicated that this phrase had not been used by any beverage manufacturer, to your knowledge.

The Hoffman Beverage Company has featured this slogan in its advertising for several years. It has been used very extensively in window displays and other manners.

I am writing you this note as I think you would like to have this called to your attention, and I trust that it will be of interest to you.

EDWIN L. GIDLEY,  
*Attorney.*

[Shortly after publication of the letter referred to by Mr. Gidley, PRINTERS' INK received six other letters stating that this slogan had been used by certain beverage manufacturers. These companies are: Boyce Extract Company (Root Beer extract), Tom Collins, Jr., Inc., Country Club Soda Company, J. F. Lazier Company (Knight Klub Ginger Ale), Ranier Lime Ricky Company and Waukesha Mineral Water Company.]—  
Ed. PRINTERS' INK.

## D. F. Kelly to Address Chicago Exhibit Meeting

D. F. Kelly, president of The Fair, Chicago department store, will be the principal speaker at the luncheon meeting to be held in conjunction with the Chicago Advertising Council's first annual newspaper advertising contest and exhibit on May 21. Walter Dill Scott, president of Northwestern University and chairman of the jury of awards, will announce the prize-winners and present the awards at this meeting, which is to be held in the Merchandise Mart.

## Appoints Lee E. Donnelley

The Macoustic Engineering Company, Inc., Cleveland, has appointed The Lee E. Donnelley Company, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

## Jordan Advertising Abroad Elects W. I. Shugg

W. Irving Shugg, manager of the service department, has been elected a vice-president of Jordan Advertising Abroad, Inc.

## Joins Maun Agency

Sydney K. Bradley, formerly an account executive with Donald B. Foresman & Company, New York, has joined Emmett V. Maun, Inc., advertising agency of that city, in an executive capacity.

# YORK

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

# THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York  
1524 Chestnut St., Philadelphia

58 Sutter St., San Francisco

203 N. Wabash Ave., Chicago  
117 W. 9th St., Los Angeles

## W. C. Crissey Joins New York "Daily Mirror"

W. Clark Crissey, formerly advertising manager of *Vanity Fair* and, later, manager of advertising of *Vogue*, *Vanity Fair* and *House & Garden*, has been appointed advertising manager in charge of local display of the New York *Daily Mirror*. For the last two years he has been director of advertising of Saks-34th Street, New York department store.

## 1847 Rogers Bros. to Ralph H. Jones

The advertising account of 1847 Rogers Bros., one of the divisions of the International Silver Company, Meriden, Conn., has been placed with the New York office of The Ralph H. Jones Company, advertising agency. The appointment is effective May 1.

## Smith & Ferris Agency Changes Name

The Los Angeles advertising agency of Smith & Ferris is now known as Smith & Drum, Inc. Officers are: A. Carman Smith, president; Harry C. Drum, vice-president, and W. W. Drum, who recently joined the company, vice-president.

## F. W. Atherton with Postercraft

Frank W. Atherton, formerly sales manager of the Detroit Lithograph Company, has been appointed general manager of Postercraft, Inc., of that city, an organization developing the silk screen process of printing.

## Appoint Gonthier-Campbell

The Smith Marble Company, Montreal, has appointed Gonthier-Campbell, advertising agency of that city, to direct its advertising account. This agency has also been appointed to direct the advertising of the T. H. Nicholson Company, Ltd., Montreal.

## Edwin Eberman Joins Frazee Agency

Edwin Eberman, advertising artist, has joined Harold D. Frazee & Company, Inc., New York advertising agency, as art director. He was formerly with The Percival K. Frowert Company, Inc.

## Appoints Glicksman

The Interstate Clothing Company, New York, has appointed the Glicksman Advertising Company, Inc., of that city, to direct its advertising account. Magazines will be used.

## Joins Bureau of Broadcasting

S. Bernheimer, formerly with the Mid-West Service Company, Milwaukee, has joined the sales staff of the Bureau of Broadcasting, Inc., Chicago.

## Found! A Keen, Obliging Bank

DURING many years of advertising banks, I had dreams,

Of a bank free from artificial welcome—



FRANK FINNEY

Of doormen and ushers who could say, "Good morning, Mr. Finney," and mean it—

Of officers good-natured and really glad to see you—

Even of decorations which would radiate warmth and cheer.

But I never met such a bank until my recent call at the Central Hanover Bank & Trust Company—the bank with the wisdom to be a bank and trust company, "with no security affiliates."

We have moved into their new building at 71 West 35th Street. Hope we can emulate their keen, obliging manner when you call on us. Street & Finney, Inc., *Tested Advertising*—71 West 35th Street—Wis. 7-4700.

**A**

## **SELLING POWER OF BILLIONS**

**in the Textile, Apparel  
and Related Industries**

**Fairchild Publications**

Daily News Record—Women's Wear Daily—Retailing—Style Sources—Men's Wear—Fairchild's International (Paris)—MAN-and his clothes (London)—Fairchild's Directories—Fairchild's Bulletins (London-Paris).

8 E. 13th St., New York, N. Y.

## **Every Woman wants an advertising thimble**



ADVERTISING managers and agency men will appreciate the genuine value of this "medium." A practical souvenir for women that is truly welcomed—and you know that it's the woman who's the family purchasing agent.

### **She carries your "Ad" on her finger tips**

The AncoThimble is a bright little beauty, full-sized, first grade aluminum. Your trade-mark embossed on colored enamel. A constant and practically perpetual advertisement that really "goes into the home." Used successfully by well-known concerns. Quantities 1,000 to 100,000 or more.

*Write for Samples and Prices*

**The Atlas-Ansonia Co.  
58 Grant St. New Haven, Conn.**

## **Building an Export Business During a World- Wide Depression**

(Continued from page 6) tained in native merchandise," he replied. "Even where duties and freight have run as high as 48 per cent of our American prices to dealers we have been successful because we have been able to give better style than native manufacturers, because our products have been well made and because we have been able to offer Sanforized fabrics which will give the consumer something he can buy in no other available merchandise.

"We are still new to export business. We started our exporting career in a period when business all over the world was abnormally bad. Yet we have proved already that a good product, backed by good advertising, will sell in even the toughest foreign markets. We have learned also that even though there is a prejudice against American made merchandise, foreign consumers have a healthy respect for American products and American merchandising methods."

### **W. K. Wing Joins Floherty & Staff**

Willis Kingsley Wing, formerly associate editor of *Holiday*, New York, has joined the staff of J. J. Floherty & Staff, of that city, photography, as general manager.

### **Acquires "Baltimore Under- writer"**

The *Baltimore Underwriter*, Baltimore, has been purchased by the *United States Review and Southern Underwriter*, Philadelphia.

### **New Account to Hicks**

Mark Erdrich & Company, Inc., New York, women's suits and coats, has appointed the Hicks Advertising Agency, Inc., of that city, to direct its advertising account. Business papers and class publications will be used.

### **To Represent Salt Lake City "Deseret News"**

A. J. Norris Hill, with headquarters at San Francisco, has been appointed Pacific Coast representative of the Salt Lake City *Deseret News*.

# MANUFACTURERS!

**THIS LEADING JOBBER  
is equipped to SELL your  
products in Southern  
California and Arizona!**

**O**NE of the largest jobbers of radio receivers and electric refrigerators in Southern California, serving a market of over 3,600,000 people and selling responsible dealers in more than 100 towns and cities, has decided to expand its selling operations by the addition of a few merchandising lines.

We want to do business with manufacturers of substantial, advertised, and nationally distributed lines which may be merchandised as companion articles to radio receivers and electric refrigerators.

Established 15 years...highest rating by Dun or Bradstreet...adequately financed to conduct major selling activities...now selling the cream of the trade in Southern California, the State of Arizona, and a portion of Nevada.

This institution maintains a highly efficient and proven sales organization which has acquired national prominence. Its selling force is supported by a complete advertising and sales promotional department designed to concentrate selling efforts into actual sales. Its facilities include an educational staff devoted to training dealers and dealers' salesmen.

The opportunity is unexcelled...it calls for prompt action. Manufacturers who desire this type of representation in the Southwest are urged to communicate with this publication immediately.

*Inquiries strictly confidential. Address Printers' Ink Weekly, Box 1234*

## **ADVERTISING AGENCY EXECUTIVES!**

If you are handling an account that might be served by the distributing organization mentioned, may we ask that you call this advertisement to the attention of your clients.

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Renoll

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President and secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GRO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line; minimum order \$3.75.

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Chicago: G. A. Nichols  
Frederic Read  
Philip H. Erbes, Jr.  
London: Thomas Russell

NEW YORK, APRIL 30, 1931

**A Warning to  
Toilet Goods  
Advertisers** It would hardly be fair to lay at the door of any one industry all the blame for contemporary misuses of advertising. Acrimonious advertising, pseudo-scientific copy, exaggerated and unfounded claims—these may be found in cigarette campaigns, food campaigns, household product campaigns and others that are easily called to mind.

Therefore, when an accusing finger is pointed at the toilet goods industry one is not blinded to the fact that other advertisers are far from lily-white. Neither is the toilet goods industry charged with being guilty in the first degree, while it is inferred that other advertisers are chargeable only with lesser offenses.

The toilet goods industry is singled out simply because within the

space of twenty-four hours two straws came floating on the current that portend evil for this industry unless some of its advertisers mend their ways.

The first straw was a talk of Eugene Forker, general advertising director of the International Magazine Company, Inc., before the annual convention of the American Manufacturers of Toilet Articles. He warned the industry that Government censorship of advertising by toilet goods manufacturers is possible if the industry does not remedy its advertising methods. Publishers, he said, as well as Government authorities, are "getting tired" of this unfair, misleading and disturbing advertising and, he went on, they may be forced "in self defense" to exercise a more rigid censorship.

The second straw was a suggested plan for the control of the sale of proprietary remedies—the result of a survey made for the Department of Health of the City of New York. In his introduction to the report, Dr. Shirley W. Wynne, Commissioner of Health, said: "While the survey was made particularly with an eye to remedying local conditions, the essentials of the plan are so sound and of such general application that they are believed worthy of the attention of health administrators throughout the country."

The report, in essence, recommends municipal regulation and censorship of proprietary remedy advertising. But—and this is the feature that should bring the toilet goods industry up with a round turn—it does not stop with proprietary remedies. Says the report:

"The Department of Health might sponsor meetings of the editorial and advertising departments of publications and the Department to effect a closer working relation to the end that medical, *including cosmetic*, advertising will be submitted to the Department for comment. It is not a forlorn hope to feel that, if the proper appeal is made, progressive newspaper publishers would be glad to confine statements in their advertising col-

umns to the recommendations of the Board of Health."

What is the toilet goods industry going to do about it? The time for pretty resolutions is passed. The forces of censorship are being marshaled and while PRINTERS' INK is unalterably opposed to censorship of advertising, it is rapidly becoming a moot point whether censorship could possibly damage advertising much more than some of its users have already done and are still doing.

Cancer can't be cured with face creams. Divorce evils can't be remedied with face powders. Passionate perfumes and wedded bliss aren't synonymous. Acrimonious advertising isn't the road to public belief. Pseudo-scientific claims make a weak foundation for a lasting business.

Will the toilet goods industry purge itself or will it continue to plunge headlong into the arms of censorship? There are no other alternatives.

### **One Reason**

#### **Why It Drifts**

Middle West, decided to add a product which it had never carried and which it could not buy from any of its present sources of supply. The sale of this particular product would bring the chain in conflict with a group of independents with which it had previously competed only in a small way.

The chain did not feel that it could economically buy from a number of small manufacturers and decided to approach only a half-dozen makers who are equipped to handle all of its potential business on the product. Each of the six was interested at first but each of the six refused eventually to supply the chain.

"We do not want to go into the manufacture of this product," the chain told these manufacturers. "We cannot buy from a number of small distributors. If you will not sell us we shall have to open our own plant—and already in this section there is enough plant capacity to furnish more of the product

Recently one of the larger chains, with stores concentrated in the

than the section can possibly absorb until it adds a third to its present population. You say that to sell to us will disturb your relations with independents. The independents are going to lose business to us anyway. We are going to take business from you in taking it from the independents. That will mean that you will have to fight among each other and the inevitable result will be idle machinery—more idle machinery."

Business has been accused of being adrift. There have been published many significant figures showing how much idle machinery there is in the country because people cannot buy all that factories can produce. The situation just described shows one way in which machinery becomes idle.

One answer, of course, is for the chain not to carry the product. In a well-regulated Utopian state the grand high commissioner of new products would order the chain to cease and desist. Then, again, maybe there wouldn't be any chains or perhaps there wouldn't be any independents.

In the meantime we are not in a Utopian state—nor approaching one with any degree of rapidity. Serious problems such as that just described are multiplying rapidly. The inevitable result will be chaos brought about by the derangement of the present distribution machinery.

**Trade Commissioner vs. Trade Commission** —The last two weeks we've unleashed our sling and taken a few well-aimed, we hope—shots at the Federal Trade Commission. This week, a member of the Commission, none other than William E. Humphrey (formerly chairman), fires away on his own account.

For example: "I can only account for the confusion in this case on the theory that a couple of experts appeared before the Trial Examiner and went through a 'thimble rigging' performance that made the Trial Examiner dead certain that he could pick up the shell under which the pea was

hidden. He tried it with the usual result."

And this: "Like the physician, when the Commission dismisses a complaint, it buries its mistakes, but a dismissal decides nothing, and sometimes there is a resurrection."

Also this: "The only hope of the public is that if the respondent continues its unfair and misleading practices, another proceeding will be brought against them and a different verdict rendered—a thing not unknown in the Commission." (Italics ours.)

Mr. Humphrey must be provoked—a privilege that the judicial mind is not supposed to enjoy. Is this lack of judicial balance responsible for the Commission's inability to decide whether Trade Practice Rules are to be blessed or damned?

**Just What  
Is News?** The newspaper-radio controversy, gathering force for some years, has broken out in a storm of discussion. Resolutions adopted by the American Newspaper Publishers Association, as reported in this issue, plan several combative moves.

Sentiment runs most strongly on the matter of competition of radio as an advertising medium. Other factors such as news and entertainment competition, we believe, are secondary.

Here is the nub of the controversy. The A. N. P. A. now officially recognizes radio as a competitor and recommends that programs be handled in paid space only.

This spurs M. H. Aylesworth, spokesman for radio, to retaliate with the threat that radio might establish its own publications.

The policy of publishers will probably be governed by their answers to the question, "What is news?" If the program is not news in the sense that readers believe it to be news—that is, that the A & P Gypsies are on WEAF at 9 p.m. Tuesday—why print it? If it is news, why omit it?

As to competitive aspects, radio has its own problems. Advertising over the radio is less than ten

years old. It has successful achievements to its credit, yet its turnover of advertisers is great. It is still too soon to tell who will pay for radio programs in the future.

Radio's problems include the strife for replies to sponsored programs and the need of frequent novelty in programs. These demands become increasingly difficult to meet. Heavily plugged commercial credit is another problem that has grown rather than diminished, even though the public is already sick of too much ballyhoo.

These are problems that will influence the future of radio. They are problems which, along with the development of television, call for adjustment of other mediums to meet them. Any advertising medium of merit will continue in spite of hell and high water. The fittest shall survive.

#### **Again the Vitamin**

Several years ago the vitamin became greater than the sword. Children were taught the alphabet by means of Vitamin A, Vitamin B, Vitamin C. Then, for a short period the vitamin lost news value, but now it is staging a come-back that promises it a new place in the sun. Most of the advertisers who are featuring the vitamin are doing so legitimately.

That this fact is true and that they are being successful means that there are going to be imitators. We shall have plenty of advertisers who will abuse the vitamin just as they have abused the violet-ray machine.

If the whole vitamin idea is not to be subjected to ridicule, advertisers must resolutely set their faces against the bright boy who comes bearing vitamin copy as a gift. Agents must discourage clients from engaging in the race of vitamins. Publishers must exercise rigid censorship against those unethical imitators who will climb on any band-wagon whether or not they have instruments.

The Batesville, Ark., *Guard*, has appointed the Arkansas Dailies, Inc., publishers' representative, as its national representative, effective May 1.

# Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

THE  
BOARD OF DIRECTORS  
ANNOUNCE  
THE ELECTION OF  
CLIFFORD S. WALSH  
AND  
WILLIAM REYDEL  
AS VICE-PRESIDENTS  
OF THIS COMPANY

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## J. B. Gaughen Heads Adcraft Club of Detroit

John B. Gaughen, Detroit manager of the Capper Publications, has been elected president of the Adcraft Club of Detroit.



John B. Gaughen

Second vice-president, Bert A. McDonald, vice-president and treasurer, Advertisers, Inc., and secretary Israel Himeloch, Himeloch Brothers & Company.

Herbert Ponting, general manager, Detroit *News*, was re-elected treasurer. Harold M. Hastings continues as secretary manager, this being his sixth year in that capacity.

\* \* \*

## Great Lakes Clubs Prepare for Convention

The program for the annual convention of the Advertising Federation to be held at Hamilton, Ont., May 15 and 16 is nearing completion. Dean Weld, of the University of Rochester, will be among the speakers at the first session. His topic will be "Recent Developments in Our Economic Structure." R. Roy MacLeod, advertising manager of the Buffalo General Electric Company, will also speak at this session on "Turning Prospects Into Profits." At the dinner meeting which will conclude the first day's meeting, C. J. Conquergood, vice-president of the Canada Printing Ink Company, will discuss "Color in Advertising."

Other speakers at the convention will include Bill Hay, announcer for Amos 'n' Andy; Marc Rose, managing editor of *The Business Week*, and Dr. Reitell, of the State of Pennsylvania.

\* \* \*

## To Hold "Philadelphia Advertised" Exhibition

The Philadelphia Business Progress Association, in co-operation with the Poor Richard Club of Philadelphia, will hold the first annual "Philadelphia Advertised" exhibition on June 1, 2 and 3 at the Bellevue-Stratford Hotel. The object of the exhibition is "to promote favorable advertising of Philadelphia by local business interests."

## We Must Go on with Our Machine, Says Calkins

Any plan which increases consumption of goods is justifiable, if we believe that prosperity is a desirable thing. Earnest Elmo Calkins, president of Calkins & Holden, New York advertising agency, told members of the Boston Advertising Club this week. "If we do not believe this," he stated, "we can turn back the page to earlier and more primitive times when people got along with little and made everything last as long as possible. We have built up a complicated industrial machine and we must go on with it, or throw it into reverse and go backward."

"Obsoletism is one device for stimulating consumption," he pointed out. "People are persuaded to abandon the old and buy the new to be up to date, to have the right thing. Does there seem to be a sad waste in the process? Not at all. Wearing things out does not produce prosperity, but buying things does. Thrift in the industrial society in which we now live consists of keeping all the factories busy."

Mr. Calkins also described the function of the "consumption engineer." "He will study the consumer not only to style goods to his preference and distribute them through the outlets created by his habits," he said, "but he will see to it that the consumer is financially able to pay for them. It is as necessary to provide consumers as goods and as necessary to provide the consumers with money as with goods."

\* \* \*

## Eighth District Preparing for Convention

The annual meeting of the eighth district of the Advertising Federation of America will be held at the Art Institute, Minneapolis, May 21, 22 and 23. In connection with the convention, there will be an exhibit including displays of foreign advertising and commercial photography by the Art Center, New York.

Among the speakers on the program will be the following: Walter Strong, publisher of the *Chicago Daily News*; Judge Allen Frost, counselor of the General Outdoor Advertising Company; Kenneth Goode; Homer Buckley, Buckley, Dement & Company; Frank Blanchard, advertising manager, Henry L. Doherty Company; W. Frank McClure, vice-president, Albert Frank & Company; Mrs. Mariet Hill, stylist, Dayton's, Minneapolis, and Governor Floyd B. Olson of Minnesota.

\* \* \*

## Appointed by Milwaukee Women's Club

Ruth Loeffler, advertising manager of C. Niss & Sons, Inc., Milwaukee, has been appointed On-to-New York chairman of the Women's Advertising Club of Milwaukee in connection with the convention at New York of the Advertising Federation of America.

### Death of Joseph F. Kelly

Joseph F. Kelly, advertising manager of the Cleveland *Plain Dealer*, died at Atlantic City, N. J., on April 27, where he had gone to attend the annual convention of the Chamber of Commerce of the United States.

He began his newspaper and advertising experience with the former Philadelphia *Evening Telegraph*, of which he later became advertising manager. His next position was that of advertising manager of the Chicago *Evening American*. It was while he was with the *American* that he became associated with John B. Woodward, who was then advertising manager of the Chicago *Daily News*, of which Mr. Kelly became associate advertising manager.

Together with Mr. Woodward he formed Woodward and Kelly, publishers' representatives' business, in which capacity he represented the *Cleveland Plain Dealer* in the Western national advertising field for nine years. On January 1, 1930, Mr. Kelly disposed of his interest in Woodward and Kelly to become advertising manager of the *Plain Dealer*.

### The Longworth Testimonial

Subject of many conversations in advertising circles this week is the report that a publication will soon appear with an advertised testimonial by the late Nicholas Longworth. The report is true, but the advertisement appears only after every effort was put forth by publishers, agency and advertiser to withdraw its publication.

The advertisement is for Sharpe & Dohme's Sexylresorcinol Solution S. T. 37. In one publication the publisher was able to drop the advertisement from one-third of the run. Another publication dropped it from one-half of its issue.

### Appoints Clarke Agency

The Clare Food & Relish Company, Philadelphia, relishes and pickles, has appointed the E. A. Clarke Company, advertising agency of that city, to direct its advertising account. Direct mail to dealers in conjunction with a general newspaper advertising campaign will be used.

### Aerial Advertising Appoints Sales Agency

The Keystone Advertising Corporation, Boston, has been appointed exclusive sales agency in New York State and New England for the Aerial Advertising Company, recently formed at that city. This appointment is effective May 1.

### Paper Account to Jones Agency

The Erving Paper Mills, Erving, Mass., manufacturer of creped napkins and products, has appointed Frank H. Jones, Boston advertising agency, to direct its advertising account.

### Sees Need for a New Major Product

"What the world needs today," Carle M. Bigelow, president of Bigelow, Kent, Willard & Company, Inc., Boston, recently told the St. Louis Sales Managers Bureau of the St. Louis Chamber of Commerce, "is another industry like that of the automobile. We need some new product having a far-reaching appeal to the desires of the people. I venture to predict this product will be the building of insulated homes with year-round control of temperature and humidity, properly financed for long-term payment. Many of the great corporations of the country are carrying on research along this line and I venture to predict that during the next one or two decades we shall see at least half of all the American homes rebuilt along the above-mentioned lines, bringing a great employment demand in the manufacture of the materials and equipment for these homes."

### Bristol-Meyers Acquires William Peterman, Inc.

The Bristol-Meyers Company has formed a new wholly owned subsidiary known as William Peterman, Inc., which has taken over the former corporation of William Peterman, Inc. Products of the Peterman company are Flyosan, Peterman's Discovery, Peterman's Roach Food and Peterman's Ant Food.

Evans E. A. Stone is president of the newly formed subsidiary. Other officers are: C. H. Sterrett, vice-president, in charge of sales; J. J. Clarrey, Jr., vice-president, in charge of export; J. L. Warner, treasurer; M. T. Curran, secretary, and B. M. Lozier, assistant secretary.

Directors of the new company are: Mr. Stone, E. A. Means, Henry P. Bristol, Lee H. Bristol and W. M. Bristol, Jr.

### Cone, Rothenburg & Noe Elect Officers

Grover V. Rothenburg has been elected president of Cone, Rothenburg & Noe, Inc., publishers' representative, New York, following the death of Edward S. Cone, who was president and treasurer. George J. Noe has been made secretary and treasurer. Henry C. Jann, of the Chicago office, has been elected vice-president and a director.

### Cornelius Vanderbilt, Jr., Joins Lyman Irish Agency

Cornelius Vanderbilt, Jr., has become associated with Lyman Irish & Company, New York advertising agency, as vice-president. He has been engaged in newspaper work, both as publisher and reporter. Mr. Vanderbilt also is the author of three novels. As a reporter, it is stated, he has interviewed more than 500 people prominent in the public eye.

## The Little Schoolmaster's Classroom

THE Schoolmaster has often been told that one of the tests of a really able executive is his ability to keep his desk clear of papers and everything else associated with, or related to, work. He never took much stock in the theory, however, his thought being that the executive of the top-notch variety probably did more work than anybody else around the place.

This belief has been strengthened by a visit to the office of D. A. Merriman, vice-president and general sales manager of the American Steel & Wire Company.

"Well, you caught me at work," Mr. Merriman exclaimed as he contemplated a pile of papers about three inches high. "An executive, you know, is never supposed to have any papers on his desk. If he does he may be regarded as no executive at all—even being looked upon as an inefficient man who can't keep up with his work. Let's clear off this desk; it looks bad."

Saying which, Mr. Merriman opened a drawer in his desk and tossed the entire bunch of papers into it.

"I don't know," he continued, "where people get the idea that an official of a big business has nothing to do but sit in an easy chair behind an immaculate desk, snap out orders and have everything carried on without a hitch. Neither do I understand the reason for the more or less popular idea that the executive, the man of system, has plenty of time to look out of the window and smoke a good cigar, plenty of time to play golf, to receive visitors, to be 'in conference' time for everything but work.

"Maybe I am an executive in name only. Perhaps I am not efficient. But the fact is I have been here ever since eight o'clock this morning and before I leave tonight I have got to finish up this work which you just saw me pitch into the drawer."

\* \* \*

Enlarging on this point, Mr. Merriman told of calling upon his

superior officer, J. A. Farrell, president of the United States Steel Corporation. Mr. Farrell is an inveterate worker. He naturally has a corps of highly competent assistants, and he knows how to give orders in a way that will secure results. But he also knows the practice as well as the theory of work. He should, because he puts in many hours each day doing that very thing.

At this particular time, however, his desk was clear except for its usual appointments in well-ordered array; not a single paper was visible.

"You seem to be one of those highly efficient executives whom I read about," Mr. Merriman remarked. "There are no papers on your desk."

Mr. Farrell smiled quizzically and said:

"You see, I have a very capable and thoughtful secretary. Just before you got to my office she gathered up all the papers and put them in here."

Pulling open a drawer, Mr. Farrell lifted out a bunch of papers that would represent a good day's work for anybody. And the day was young; there were plenty more to come.

The Schoolmaster is now convinced that the clean desk and the truly efficient executive are by no means necessarily synonymous. Perhaps the work is in the drawer; or perhaps the executive is not so efficient as people think. The thought gives him added encouragement, too, as he contemplates his own littered desk.

\* \* \*

Anyone with a bad debt problem might well take a hint from the youngsters of St. Cloud, Minn. The members of the Junior Chamber of Commerce up there, according to an item in the April issue of *Capper's*, recently distributed 200 oversized checks, each one made out for \$10. The recipient was urged to sign the check, write in

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## The Modern Sales Letter is making good use of Pictures

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# The Ways of Yore Are NOT Interesting in Letters

The language of leisure has small chance in this jittery age. The message must be told plainly—quickly. This is the day of the news reel—the tabloid—the illustrated short story—of getting the message across with pictures as well as words.

The competition for attention has for long prompted advertisers to use pictures in newspapers—in magazines.

The competition for attention between the letters of the morning mail is also keen. The illustrated ones tell the whole story without being unduly wordy. Pictures show just how the car or radio looks.

You show your product in colors—illustrate its uses—accent its features—X-ray its insides.

You send in compact form, under a 2-cent stamp, the information that would otherwise require letter plus booklet. All the information is all together for immediate action—or ready reference.

Print your sales letter on Two-Text. You avoid the glary "circular" appearance of coated papers. You can print fine screen halftones in all their beauty.

For Two-Text has a real bond surface for the typewritten side—a coated surface for the illustrated side.

Standard Paper Manufacturing Co., Richmond, Va.

### T W O - T E X T ILLUSTRATED LETTER PAPER

BOND for the LETTER SIDE — COATED for the ILLUSTRATED SIDE

Apr. 30, 1931



There is a standard scale to figure the price of engravings but the brains to make them in the right way cannot be printed on charts. And what a difference in cost and reproduction value when engravings are made with thought and care as well as with cameras and acid.

### ED. KRAMER

*Consultant*

**Master Color Engraving Co.  
of New York, Inc.**

205 W. 19th St., N. Y. Tel. Wat. 9-6741-42

COLOR	BENDAY	BLACK &
PROCESS	COLOR	WHITE

## TRUE-TONE PHOTOGRAPHS

### Show Your Products in Actual Colors

This new method of photographic tinting is remarkably accurate and comparable with black and white photographs in cost.

Let us give you a practical demonstration. Send us two prints of your product with color reference or the name of a Cleveland dealer where we may see it.

We will be pleased to finish a print in color and quote on any quantity specified. There is no charge or obligation involved in this offer.

**THE AD-ART  
PHOTO COMPANY**  
1889 E. 82nd St., Cleveland, O.

the name of his bank and then use it in paying an old bill. In turn, the payee was to continue it in circulation by paying one of his old bills. And so on for a two-week period.

Well, at the end of the campaign these 200 checks had paid \$32,800 of old accounts! One check, at the end of fourteen days, had twenty-seven indorsements.

The item didn't relate the number of separate individuals involved in this "pay up" game. But if a single check reached twenty-seven people the entire number must have covered quite a bit of ground. The whole move is interesting to contemplate. On the purely theoretical side, for instance, by shifting \$32,800 back and forth between a couple of banks an equivalent amount of old debts about town were wiped off the slate.

\* \* \*

The Schoolmaster learned the other day that it is possible for a retailer to pay for the expense of adjusting a complaint due to customer ignorance, by plussing the original sale. The plussing was at the expense of an advertising man and he liked it.

It happened this way: Mr. Advertising Man, on the impulse of the moment, in passing a specialty shop, decided to buy Mrs. Advertising Man a pair of champagne-colored silk stockings. At home that night, Mrs. A. M., after showing surprise, soon registered dismay with "These stockings are too short—they must be made for midgets."

In the specialty shop the next day, Mr. A. M. handed the offending stockings to the salesgirl, saying, "Why didn't you tell me that the length of women's legs differ?" Back came the salesgirl: "How could I know that you hadn't found that out? I am sorry. The stockings will be changed, but before I change them, since I see you need information about women's stockings, I am going to tell you something you should know: Regardless of their length, women's stockings develop runs. Because this is so, you shouldn't leave here with one

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pair. You should have two pairs, because if one stocking in one pair should run, you could still match the remaining good one with one from the other pair."

Mr. A. M. bought two pairs, and is wondering why that same sales story wasn't pulled on him in the first place and why it is not tried on all unsuspecting, yet economy-loving, males when they go silk-stockings shopping.

\* \* \*

Now that radio fans have become Amos 'n' Andy-minded beyond the stage that calls for persistent imitation, all seems right with the world. At least so it seemed to the Schoolmaster until Professor Umberto Matteoni, of Pietrasanta, Italy, began to distribute twenty-page booklets in this country.

The professor, the booklet discloses, is a specialist in all forms of garden furniture work, including statues and works of art of every kind in marble, stone, bronze and mosaic. The professor undoubtedly has read that America is the richest market in the world (perhaps news travels slowly to Italy) and he has taken to booklet-distributing as a means of approaching this supposed gold mine of marble-and-stone-work sales.

"I am permitting myself to present you this small catalog," says the professor. "Although I beg you to bear in mind, that my studio can produce any artistic marble or stone work, greatly for the decoration of gardens, for more than forty years," he continues.

The professor, it appears, also makes "exterior" furniture. Also, says he, "Every time that you pass orders it's necessary for you to specify if you desire your works painted to resemble old or not."

It was that "specify" which frightened the Schoolmaster. Could it be that the Amos 'n' Andy scourge is only now spreading through sunny Italy? But perhaps it all comes out in the translation.

\* \* \*

A salesman was calling on Italian-American trade where credit is very often not understood, and almost always a slow proposition at best, even if "good." The sales-

## We Want a Big Man for a Big Job

A salesmanager who can start from scratch and secure national distribution.

A man who thinks in terms of million-dollar volume—A man who combines youthful energy with mature experience—A man with successful experience contacting the building trades.

The job is tough—but the opportunities are unlimited. The product is right—the producer is well established—and—the market is tremendous. Modest salary, plus attractive bonus, which may be invested in stock.

If you know the man, have him communicate with us at once. Pertinent information and a recent photograph should be addressed to:

P. O. BOX 58, PERU, IND.

### TO SALARIED ACCOUNT EXECUTIVES

Recognized, active advertising agency offers unusual and attractive proposition to those account executives who can develop immediate business.

Replies held strictly confidential.

Address "M." Box 186  
Printers' Ink

### Net Paid Circulation

**now 22,646**

Advertising Rates: Page, \$135;  
half page, \$67.50; quarter page,  
\$33.75; one inch, minimum,  
\$10.50. Classified, 75 cents a  
line, minimum order, \$3.75.

**Printers' Ink**

## Advertising and Sales Promotion Man Wanted

by progressive national advertising agency four hours from New York. He will handle agency's own sales-promotion work—presentations—sales charts—letters of solicitation—circulars—booklets, etc.; will supervise mailing-list and handle research work preliminary to solicitations. Must have thorough advertising and business training and be prolific writer. Starting salary \$3,900. Apply fully in writing to "J," Box 184, Printers' Ink.

## For Rent

**Light, airy, highly desirable space in new, first-class commercial building in financial district at 130 Cedar St. About 500 sq. ft. available. Favorable for advertising specialist or printing broker. Apply Court Press, 47 West St. Phone, Bowling Green 9-2892.**

## BOOKLETS On Enamelled Paper

Printed in Black Ink	1 M	5 M	10 M
4 Page Folder 5x7.....	\$9.00	\$32.00	\$35.00
4 " 6x9.....	10.00	26.00	40.00
8 " Booklet 6x9.....	20.00	44.00	75.00
16 " " 5x7.....	35.00	80.00	135.00
16 " " 4x9.....	38.00	70.00	110.00
16 " " 6x9.....	36.00	92.00	157.00
32 " " 6x9.....	73.00	184.00	275.00

Write for prices on other printing

**Rue Publishing Co., Denton, Md.**

### THE 19th HOLE!

"The Gray GOLF PROGRAM CHART is the most amazing novelty we've ever seen or used. Letters of appreciation reach us every day. It's a birdie!"

Write Today for

Free Sample Chart  
Jerome B. Gray & Co.  
1600 Arch St., Phila.

TORONTO  
HAMILTON  
HALIFAX  
MONTREAL  
LONDON, Eng.

**GIBBONS KNOWS CANADA™**

J. J. GIBBONS Limited  
CANADIAN ADVERTISING AGENTS

WINNIPEG  
REGINA  
CALGARY  
EDMONTON  
VICTORIA  
VANCOUVER

man was calling on an account he knew his own house would not accept as a good risk. A competitor was selling the man on a very unsatisfactory basis from a sound credit point of view, using this to hold the business.

The salesman managed to sell this prospect a nice order of goods, but was finally faced with the credit problem.

"But your company always want their money," the prospect said. "With Feltoni I don't have to pay. They don't send me any letters, and I can pay a few dollars this month, nothing next month and nobody says anything of it about me."

The salesman countered strongly: "That's just where Feltoni has been doing you a great injustice. It would be a lot better for you if you paid for your goods as you get them, and before you use them up. He comes along and lets you pile up a lot of debts to be a big worry for you and think about nights and over the week-end. And he's been letting you get in debt deeper and deeper instead of asking you to pay up prompt like you should, so that you'd feel a lot better and have a clear conscience."

This was a new angle. The customer was struck with it.

"By gee, you're right, Joe! I don't want no debts, and all that worry. I buy from you."

"All right, Tony, I'm gonna take care of you. We'll send these goods up Monday, and I don't want to see you get in the same fix you are with Feltoni. It would be wrong to let you get in debt to us and keep you worrying about what you owed us. Our company doesn't do business that way with its customers. I'll just mark this order that you'll pay for it when the goods come on Monday. OK?"

"Sure, Joe. I don't want no debts with you. I got enough worries."

So tact and a new angle of approach made the sale on a sound credit basis, the soundest of all, C. O. D.

**"Holiday" to Merge with  
"Travel"**

*Holiday*, New York, will be merged with *Travel*, effective with the June issue. *Travel* will carry the *Holiday* title as a subhead. The merged magazine will be under the direction of Robert M. McBride & Company, New York, publisher of *Travel*. *Holiday* was started in October last year by the American Automobile Association, which will co-operate with the McBride company.

For the time being, C. W. Fuller, advertising manager of *Holiday*, will be associated with the merged magazine, working in co-operation with W. W. Constantine, advertising manager of *Travel*.

**Naval Stores Industry to  
Advertise**

The Gum Turpentine-Rosin Marketing Association, a co-operative organization of the naval stores industry of the Southeast, has started an advertising and publicity campaign. Naval stores, oil, paint and allied business papers will be used. Harry E. Burns & Company, Inc., Jacksonville advertising agency, has been appointed to direct this account.

**Superior Macaroni to Brisacher  
Agency**

The Superior Macaroni Company, Los Angeles, manufacturer of macaroni, spaghetti and egg noodles, has appointed the Los Angeles office of Emil Brisacher and Staff, advertising agency, to direct its advertising account. Newspaper, outdoor, radio and business-paper advertising is being used.

**Maggi Company Appoints  
Paris & Peart**

The Maggi Company, Inc., of Kemptthal, Switzerland, with American offices at New York, has appointed Paris & Peart, New York advertising agency, to direct its advertising in the United States. The Maggi Company manufactures seasoning, beef bouillon and soup tablets.

**Hugh Nelson with Hollywood,  
Calif., Agency**

Hugh Nelson, formerly production manager of the Lockwood-Shackelford Company, Los Angeles advertising agency, is now associated with the Henry W. Welsh Advertising Agency, Hollywood, Calif.

Henry G. Hoberg, formerly in charge of the research division of the Business Publishers International Corporation, has joined Jordan Advertising Abroad, Inc., New York, as research director.

H. Taylor, formerly a member of the advertising department of the Indian Refining Company, Lawrenceville, Ill., has been appointed advertising director of the Eagle Engineering and Associated Companies, Springfield, Ohio.

**Some  
RADIO TUBE  
MANUFACTURER  
or  
ADVERTISING AGENCY  
needs this 32 year old  
Sales—Advertising Man**

Radio since 1915, Amateur, Commercial, Broadcast • Sales-promotion, wholesale, retail and direct selling experience including 2½ years as department store manager, 7 years operating retail Radio and Electric business.

Writes resultful copy, has ideas and can put them across. Creative, adaptable, thinks soundly, knows the Radio Industry.

Has definite plan which will sell tubes NOW at a better-than-normal profit.

Reasonable salary plus percentage of net sales. Gentle, married, prefers East. Write for interview and references.

Address "D," Box 181  
Printers' Ink

**A R T  
DIRECTOR  
AVAILABLE**

**12 years' experience,  
most of which has  
been spent with some  
of New York's largest  
Agencies.**

"H," Box 183, Printers' Ink.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**One Commercial Printing Firm** in each city, to be appointed to take care of business of the Modern Check Blank, with safety device (it's in the printing), patent. S. Murphy, 817 Pacific Bldg., San Francisco, Cal.

### LINES WANTED

If you are not satisfied with the business you are getting out of New York and the East, read the rest of this advertisement.

For twenty years I have been manufacturer's representative in this territory as executive and sales manager. My personal sales have amounted to millions. Do you need a man to sell your product in this territory who is capable of managing your eastern office, one who can himself sell the product, train your salesmen, and capably conduct the details of your business?

Bank and trade references.  
C. C. PARSONS  
Hastings-on-Hudson  
New York

### EMPLOYMENT SERVICE

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. INDIVIDUAL CONFIDENTIAL. Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

**Specializing in Advertising Personnel**  
Executives, craftsmen, juniors, secretaries, clerical. Personal attention to all placements by Elizabeth Muncy for 10 years in charge of employment bureau for AAAA.

### Muncy Placement Service

Caledonia 5-2611  
280 Madison Avenue, New York City

### HELP WANTED

**PHOTO-RETOUCHER**; experienced in mechanical subjects; capable of assisting with hand lettering or other art; preferably young married man desiring permanent position. Ohio. Box 745, P. I.

**SALESMANAGER—WANTED**  
for established manufacturer of fine candies and bars in South. Opportunity for investment to right man. Box 738, P. I.

### MISCELLANEOUS

We Present an Opportunity for a Young Man in a growing advertising agency 100 miles from New York. Some knowledge layout and copy writing essential. State all details concerning self and salary expected. Box 736, Printers' Ink.

**NATIONALLY KNOWN VAUDEVILLE AUTHOR WRITES RADIO CONTINUITY** that packs real laughs. James Madison, 465 South Detroit St., Los Angeles, California.

### POSITIONS WANTED

**Salesman and Salesmanager** seeks live advertising or window display service for western coast with opportunity to earn over \$6,000. Drawing account or full commission on rated business. Box 731, P. I.

**Young Lady**—28—A1 stenographer—correspondent—10 years' exp. advertising, sales promotion, direct mail. Assist executive or handle dept. Good personality, Chicago, reasonable salary. Box 730, P. I.

**Editor-Executive**, capable of managing all departments of magazine or book publishing business at lowest possible cost; experienced buyer, production man and sales director. Box 734, Printers' Ink.

**ARTIST**—Makes creative layouts  
—finish lettering and design  
—can assist art director  
—worked with leading agencies.  
Part time or free lance. Box 733, P. I.

**ADVERTISING EXECUTIVE**  
Fifteen years' agency, publication, direct-mail, advertising manager experience; worked with salesmen and secured direct results. Box 737, Printers' Ink.

**ARTIST-TYPOGRAPHER**  
Background includes a Display House, Trade Publication, Mail Order House, National Printer and a 4A Agency. College trained, 27, married. Box 728, P. I.

**Copywriting and Layout**  
Junior seeking opportunity adv. agency or dept. Merchandising, newspaper, direct mail exp. 27. College. \$30. Box 741, P. I.

### PUBLICITY WOMAN

Young woman, under thirty, eight years' experience in publicity, promotion and editorial fields, available after May 1st. Writes good copy. Understands marketing problems in women's fields. Familiar with printing, art work and production. New York City. Free to travel. Box 732, Printers' Ink.

Apr. 30, 1931

## PRINTERS' INK

133

**YOUNG WOMAN**—journalist, advertising promoter, by training and experience—desires good all-round job on bristling town weekly for the summer months. Small salary. Box 739, Printers' Ink.

**COPY AND LAYOUT SERVICE**; free lance—stimulating idea copy; forceful, finished layouts, also finished art work. Direct Mail, Publication Advertising. Samples. Phone ALgonquin 4-3321 or write Box 746, Printers' Ink.

**Sales Executive**, age 34, with proven record in sales development, selection and training men. Prefer organization where rebuilding is required. Central West location preferred. Single; finest references. Box 735, Printers' Ink.

**Young Man**, 33, adept, excellent salesman; now employed in the East, due to wife's illness desires territorial change with organization selling to Southwestern interests or desiring representation there. References, salary open. Box 740, P. I.

**Need a 2-in-1er?**

This talented young writer . . . whose material has run the gamut from the "Daily News" to the "New Yorker," whose publicity has made headlines and rung cash registers, whose photography has ranged from portraits to aerial obliques, whose editing ability is above ordinary . . . is immediately available for permanent connection or single assignment. Box 729, Printers' Ink.

**PICTORIAL RETOUCHING**—Color and Black and White. Expert, exclusive method, specialist newspaper work, would like salaried connection with well-established Agency or Art Service. Would leave New York. Box 742, P. I.

**★ WRITER ★**

Two years out of Northwestern U; house magazine (Armco) and agency experience in trade publication, direct mail, sales analysis, layout and production. Location doesn't matter and salary is secondary. Box 744, Printers' Ink.

**IF YOU ARE A RESPONSIBLE PUBLISHER** and own a paper which offers an opportunity for a high class advertising salesman with a long record of success to earn fifteen thousand dollars a year in commissions. I will furnish the man if you will furnish the opportunity. New York City preferred. Box 727, Printers' Ink.

**FOOD EXPERT  
REGISTERED DIETITIAN**

Foreign diplomas, International reputation lecturer, food editor, radio programs. Available for Home Economics Dept. that will function 100% with sales and promotion depts. Box 743, Printers' Ink.



These attractive binders sell at cost. The Weekly, \$1.25 postpaid, holds seven to nine copies; the Monthly, \$2.00, holds six copies.

## Valuable Files . . . of Sales and Advertising Data

THESE files are maintained by thousands of manufacturers and advertising agencies who have purchased to date 11,814 binders to keep in an orderly manner their copies of PRINTERS' INK WEEKLY and PRINTERS' INK MONTHLY as they come in.

When you want to refer to a certain issue, it can be easily found; no confusion or a mass of loose copies to go through. Sales and advertising information at your finger-tips.

## PRINTERS' INK PUBLICATIONS

185 Madison Avenue, New York

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# How We Work

- 1 Agency service is rendered by owner-principals who establish and maintain permanent contacts with your problems.**
- 2 These principals have broad business and management experience as well as thoroughly professional marketing and advertising experience.**
- 3 On major problems, group judgment of the principals and senior executives is always assured.**
- 4 Complete, balanced marketing plans are developed, based on accurate analysis.**
- 5 Central copy theme must be distinctive—and rendered in a distinguished manner.**
- 6 Unlimited will to serve is coupled with resourcefulness in meeting new marketing problems of the present day.**
- 7 Independent and unbiased judgment—no "yesing."**
- 8 Financial stability; complete, departmentalized facilities; methods of compensation that are professional.**

**Carroll Dean Murphy, Inc.**

*Advertising*

New York

CHICAGO

Louisville

A general advertising agency in which seasoned owner-principals render a thoroughly professional service.

Apr. 30, 1931



# advertisers of refrigerators

last year used more lines  
of advertising in the  
Chicago Tribune than in  
all the Chicago evening  
newspapers combined!

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Average Net Paid Circulation, March, 1931:  
In excess of 805,000 Daily; Over 1,070,000 Sunday.